Super Simple Marketing Plan For Florists

Fun!

WORKSHEET
WHAT DO YOU WANT?

What one major goal do you specifically want to achieve for your business? For example: to book in exactly two weddings per week from September 1st until December 14th.

COMPLETION DATE:

Remember to make the goal S.M.A.R.T.
WHO IS YOUR IDEAL CUSTOMER?

Get clear about this. Like REALLY clear. What do they wear? Where do they live? What gender are they? Why do they buy flowers? What is their income? Make up a little story about them, down to the tiniest details.

You might need more paper for this one. You could even use Visual materials, collage, paints, etc, to get a clearer idea of your ideal customer in your head...
WHAT IS YOUR BIG PROMISE?

Your Big Promise is a clear and (hopefully) compelling single major benefit you provide to your ideal customer.

Another way to think about this is: what is the single biggest result that you provide your customers with?
YOUR ONE MONTH GOAL

Choose the one thing that you could have finished by the end of the month that will best help you achieve your one marketing goal that you defined above. For example “get a website”.

(pause to sip wine)
YOUR ONE WEEK GOAL

Choose the one thing that you could have finished by the end of the WEEK that will best help you achieve your one month goal that you defined above. For example “hire website developer”.

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(Again, pause for refreshment)
YOUR NEXT DAILY ACTION

Choose the one thing you could do next that would move you closest to finishing your weekly one thing so that, in turn, you complete your monthly one thing. For example “Call 3 website developers”.

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Hooray! Nothing more to fill out! Now ... do the above!
Just in case you’ve gotten to the end of this WORKSHEET and are totally lost, you might want to refer to this blog post.

http://www.tesselaars.com/simple-marketing-plan-for-florists/