
Plan Your Activity

Now is time to start making commitments to your marketing. It's all well and good planning the content and identifying your audience but if you're not putting it into action then it's been a pointless exercise.

Review the ideas you've created in earlier sections and prioritise those that you need to do with deadlines and names of the person responsible (that may well be you).

Without this step and with a busy business to run you'll soon find that all these great ideas that you've generated in this workbook will collect dust and come to nothing meaning that the potential your business has could well be lost forever.

Even if you've only half completed each section, putting something into action will be better than doing nothing and may demonstrate to you that more effort into the planning stage would reap even better results in the long run.

| Task | Person Responsible | Due By | Resources Needed |
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