

1. Dates: _____
 2. What's on your mind? **7 SENTENCE GUERRILLA MARKET PLAN**

3. Goal, Mission or Wish. **Write a powerful Marketing Plan in 7 simple sentences.**

5. Enter the key words your main thought centers around.
 6. What Action steps need to take place? Enter them on this side of the page below. Use the Action Trigger List for more actions.

ACTION TRIGGER LIST		SOLUTION ACTIONS	
BUILD	MAKE	FOCUS & CONCENTRATE	NOTE OBSERVE
BUY	ORDER	WIRE & CONTRACT	PROSPECT
CALL	TELEPHONE	IDEA & CREATE	PLAN
DRAW	DESIGN	ILLUSTRATE	PRACTICE
Decide		IMAGINE	PRESENT
Delegate		INVENT	READ
EXERCISE		LEARN	RESEARCH
EXPLAIN		LISTEN &	SELL
Find & Locate		MEMORIZE	SEND
Fix & Repair	MEND	MEET	
FINISH	Q		

4. Who or what can help you? **GUERRILLA MARKETING WEAPONS: BOOK, PLAN**
 By: JAY CONRAD LEVINSON

7. What Questions need to be answered? Enter them on this side of the page below. Use the Question Trigger List for more.

QUESTION TRIGGER LIST		WHICH (One)
WHO (What Person)	WHERE (Location)	HOW (Much or often)
WHO (Already knows)	WHEN (Time)	HOW (Easy is it)
WHAT (Feature or Benefit)	WHY (Is it necessary)	HOW (Process)
WHAT (Is the difference)	WHY (Reason)	
WHAT (Description)	WHAT (If)	

1. TELL THE PURPOSE IN ONE SENTENCE
 Example: Market and sell products & services
PURPOSE
 GET IT INTO WRITING.

2. TELL HOW YOU WILL ACHIEVE PURPOSE
 Focus on the benefit of your offering.
ACHIEVED BY
 How will you advertise?
 Where will you advertise?
 Where does your competition advertise?

3. DEFINE YOUR TARGET AUDIENCE
 Tell who your market is...
 "Our Market is..."
TARGET AUDIENCE
 Identify their need for product.
 Who will use your product?
 Who has a need for it?
 Why do they need it?

4. STATE WHAT MEANS YOU WILL USE
 Example: Internet, Advertising in Magazines
MARKETING VEHICLE
 Identify and contact all affiliations.
 How will you market?
 What marketing vehicle will you use?
 Who are you affiliated with?

5. TELL US ABOUT YOUR NITCH SEGMENT
 Example: Service, speed, innovation, convenience.
NITCH MARKET
 Make a unique position statement.
 What makes you different from your competition?
 What is the natural benefit?

6. LIST KEY WORDS THAT DEFINE YOUR UNIQUE IDENTITY.
IDENTITY BUDGET
 Allocate 10% for MKT BUDGET.
 What impression do you want to convey?
 What unique qualities do you offer in the nitch?

YOUR MARKET PLAN IS DONE

8. Picture in your mind images of your goal. Draw, sketch or mind map below. Or use this area for writing.



THE PURPOSE OF "WIDGETS&US INC. IS TO BUILD AN INCREASING BASE OF REPEAT CUSTOMERS. THIS WILL BE ACHIEVED BY USING THE INTERNET TO ADVERTISE TO KIDS NEWS GROUPS. OUR TARGET AUDIENCE IS KID WIDGET USERS. MARKETING VEHICLES TO BE EMPLOYED WILL INCLUDE, EMAIL, SEARCH ENGINES, BANNERS, AND AUTO RESPONDERS. "WIDGETS ARE US" NICH MARKET IS KIDS UNDER 25. OUR IDENTITY WILL BE PORTRAYED AS COMPASSIONATE AND EMPOWERING. 10% OF PROJECTED GROSS SALES WILL BE BUDGETED TO MARKETING.

9. The thin box above can be used as a time line or goal thermometer. Start blackening in the thin box above from left to right.
 10. Write down any ACTIONS or QUESTIONS that come into mind from the images above. 11. Set priorities in boxes on the left.

COPY AND SUBSTITUTE YOUR COMPANY DETAILS IN THE ABOVE SAMPLE.
USE YOUR BRAIN ORGANIZER TO CREATE YOUR OWN COMPANY MINDSET TODAY.

12. Execute the actions straight to your goal!