

Marketing Plan Worksheet

What kind of life do you want to have?

Describe your ideal lifestyle at the apex of your life. Consider: location, residence, marriage, children, family, disposable income, favourite recreations, roles you play, etc.

Which of the above things are actually necessary to your happiness? List the top three:

1. _____
2. _____
3. _____

How much annual income do **you** need to make to support your apex lifestyle? _____

In how many years do you think you have to be earning...

50% _____

75% _____

100% _____

How little could you live on if it means doing what you love? _____

Describe that life:

Based on the above, describe your lifetime goals... what you want to have accomplished by the time you die. Consider individual goals, family goals, work goals, other...

What kind of writer do you want to be?

What type of writing do you like best? Second-best? Third-best? Why?

What about the process of writing appeals to you? Research? Project planning? Document design? Information architecture? Actual writing? Other? Explore this.

What size projects do you prefer? Large, medium or small? Any examples from your experience?

What experience and what training do you have in any of your favourite types of writing?

What transferable skills do you bring to your writing? From where?

What writing-related training are you contemplating for the future? What other training?

Contract, free-lancer, employee?

When do you like to work best? Morning, afternoon, evening? _____

Where do you prefer to work? Home office, personal office, company office? Other?

Describe your computer skills and capabilities. Hardware? Software? Email? Internet? How easily do you pick up new software?

What type of work have you done in the past and what did you like and dislike about it? Consider long-term contract, freelance, full-time employee, part-time employee? Team work? Individual work?

How important is security to you and why?

Using the above, describe your perfect job:

Goals

Your mission statement

1-year goals and how you'll accomplish them

2-year goals and how you'll accomplish them

3-year goals and how you'll accomplish them

5-year goals and how you'll accomplish them

10-year goals and how you'll accomplish them

An exercise in marketing yourself

Name and describe 5 companies in your catchment area who offer something close to your perfect job either in-house or need freelancers / contract people like that.

1. _____

2. _____

3. _____

4. _____

5. _____

Who should you talk to in those companies about work? Names and positions.

1. _____
2. _____
3. _____
4. _____
5. _____

How can you meet them? Consider appointments, business events, networking, etc.

How prepared are you to meet them?

- Rates?
- Resume?
- Cover letter?
- Samples?
- References?
- Business card?
- Wardrobe?
- Grooming?

Describe any deficiencies and what you'll do about them:
