

# HEMP

## The Highly Effective Marketing Plan

### GOALS & TARGETS

1. Desired Result

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2. What's it worth?

Turnover	<input type="text"/>
Profit	<input type="text"/>
Timetable	<input type="text"/>

3. What are the consequences?

	Achieving	Not Doing / Not Achieving
+	<input type="text"/>	<input type="text"/>
-	<input type="text"/>	<input type="text"/>

4. Who are they?

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### TARGET AUDIENCE

12. Measurement

Tangible & Intangible

13. Investment

Budget

14. Resources

Skills

Time

5. What do they currently think, feel and do?

Think	Feel	Do
<input type="text"/>	<input type="text"/>	<input type="text"/>

### CONTROL & MEASURE

11. How should we talk to the audience?

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### ACTIONS

[peterknight.co.uk](http://peterknight.co.uk)

15. Actions

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

6. What do we want them to think, feel and do?

Think	Feel	Do
<input type="text"/>	<input type="text"/>	<input type="text"/>

### WHO ARE YOU?

7. Personality

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### COMMUNICATION

10. Customer Benefit

How do you differ from the competition?

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9. What's the one big thing?

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8. What's the story?

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# Communication

