

Marketing Plan Worksheet Part 2

Niche/Market: _____

Year _____ Budgeted amount for this group: \$_____

Give thought to and answer the following questions regarding the above identified niche or market:

Step Two: Relating to and Understanding your Target Market

1. What is the Prospect's mindset regarding selling? What are their wants, needs, and concerns?
 - a. In TODAY'S market (considering the current, unique climate), what are the prospect's major concerns and worries?
 - b. From the prospect's perspective, what are the prospect's overall goals and objectives?
 - c. From the prospect's perspective, what information/things are needed and/or wanted to be able to sell the property?
 - d. From the prospect's perspective, what is needed and/or wanted from the agent, to sell the property?
 - e. What solution-based services can I provide to address the prospect's wants, needs, and concerns? What are techniques and tools that I can use?
2. From my perspective (the agent), the prospect needs to understand and/or do the following things to successfully sell the property:
 - a. What techniques and tools can I use; what services can I provide to address these things?

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Step Three: Reaching Your Target Market

1. If possible, describe your prospect's:
 - a. Culture and lifestyle
 - b. Demographics
2. Where is your market? What do they like to do? Where do they go? Where and on what do they spend their time? Where do they live, work and play?
3. What are they reading? Where do they go for information? What publications (magazines, newspapers, etc.) do they read? Do they use the internet regularly to get information through print and/or videos?
4. With whom do they conduct business? On whom do they rely upon for guidance?
5. Self Assessment: Are your marketing efforts visible (do you have a presence)?
 - a. Do you have a presence where they live, work, and play?
 - b. Do you have a presence within their information sources they read or watch – publications, web pages, etc?
 - c. Do you have a presence or connection with those with whom they rely on or conduct business?
 - d. Where do you need to be/ How can you reach them? Make a list:
6. Depending on characteristics and preferences of your target market, identify specific items of interest or “things” that your prospect might appreciate along with specific ideas for in-person opportunities, etc. Be as specific as possible! (An example of a face-to-face opportunity for past client niche would be a yearly client appreciation party.)

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<i>Items of Interest</i> <small>(team schedule, check lists, calendars, jar opener, movie tickets)</small>	<i>Face-to-Face</i> <small>(educational events, networking, door knocking, drop-by visits, parties, etc.)</small>	<i>E-mail &/or Snail Mail</i> <small>(postcards, reports, educational info, newsletters, etc.)</small>	<i>Internet</i> <small>(newsletters, blogs, neighborhood & other websites, social media, etc.)</small>	<i>Phone Calls & Handwritten Notes</i>

- Decide how many times a year you will “touch” this group. Your top priority groups (past clients, top sphere of influence group) should be touched twice a month with a minimum of 4 personal touches a year (phone call, handwritten note, face-to-face) with at least one of those personal touches being a face-to-face opportunity.
- Circle your favorite ideas and get the estimates of cost for each. Make your final list for marketing to this group, staying within your budget.
- Assign marketing list activities to calendar.