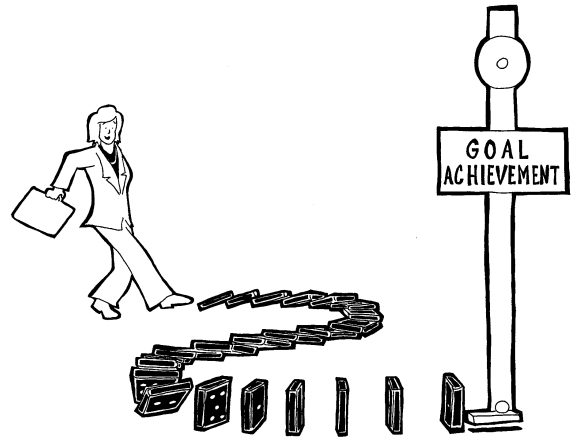


Here are some sample pages from the  
workbook.

This workbook contains much more  
information than is presented here.

## 1 Mission Statement



Many people own and operate a business and many people will drive a business into the ground. What separates those that succeed from those that fail is a commitment to success. If you want your business to be successful you must have clearly defined personal and business goals. Your personal goals and your business goals are very closely related. In this section we will review the steps necessary to create your business goals. If you haven't established your personal goals, it is very important that you take the time to do so now. You can use the following goal setting guidelines to help you.

Often you will hear the term "main objective". It is the same as saying, "**the Mission Statement.**" They both have the same meaning and intentions. When you set your Mission Statement you want to state what your business is, or will be, in terms of how it treats its employees, customers, and suppliers, as well as the company values, product/services, and direction. From this statement you are setting for yourself, your employees, and your customers, the **distinction between your company and its competitors.**

Your Mission Statement may be one sentence, a paragraph or a list of points. It is yours so you can set the parameters as long as it is clear and concise.

From your Mission Statement you can work backwards to determine your short-term goals. Your Mission Statement and goals work together. The Mission Statement gives your goals direction, and your goals provide the support and the method to achieve the Mission.

If you do not have a distinct direction and purpose for your business and you come to a fork in the road, whichever path you choose will take you somewhere, but you may not like where you end up. However, if you write and follow your Mission Statement, you will know where you want to go and have a distinct direction and purpose; from this position the correct path will reveal itself.

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## 2 MARKETING



A successful business is driven by an overall mission with short, medium and long-term goals to lead the way. Without a mission statement, a business does not know what they are trying to achieve. Without goals, a business would not have consistent direction to fulfill their mission. Without consistent direction, you will have confusion, mismanagement, and failure.

The Marketing Plan is also driven by a mission statement. This marketing mission then becomes the guiding light to the **Advertising Plan**. The business's Marketing Plan takes on the challenge of setting a marketing mission statement then finding or creating a Target Market that needs and/or wants your product/services. The Marketing Plan will also define the geographic area where you will advertise your products and services. Your Advertising Plan will then detail the actions you will take to reach your Target Market. In other words, advertising is the *action part* of the Marketing Plan. They go hand-in-hand.

The overall purpose of a Marketing/Advertising Plan is to present your product/service to the right prospect, at the right time, and in the right place, with the right conditions at the moment they can make the decision to purchase. To do this effectively, you must have a good understanding of your prospects, your product/services, your service standards, and your *marketing message*. With all this in one strategy, you have a Marketing/Advertising Plan.

First we will guide you through the creation of your own Marketing Plan. The advertising chapter is where you will develop the "hook" you will need to catch your prospects attention and then you will research and choose from the different advertising mediums available. Once you send your advertisements to market, you have put action into your Marketing Plan.

1) **What area** or region do the prospects come from?

Define your market area or region of operation. This may be a building, a mall, a neighborhood, a region, a state/province, a country, or even an international territory. Remember: your market area is a geographical area on a map.

It is within this specified area that you will find or attract your customers and capture whatever market share you can.



2) **How many** prospects are there in your working area?

It is very important to know how many potential customers exist in your working area before you set up your business and invest your money.

You can then match the demographic breakdown of your prospective customers with the demographics of your geographic area to find the total number of potential customers (assuming no one outside your targeted demographic make-up is a potential customer).

There is a wealth of demographic information available from your local Post Office, some Chambers of Commerce, and your federal Statistics agency. Media companies can give you details on the make-up of their audience, including how many there are, when they consume, their main interests, and even sometimes their buying habits and income levels. This information is absolutely critical in getting your message to the right people at the right time.

**WARNING:**

*Be Sure of Your Sources.* Statistical information can be useless unless you know what it is based on and how to use it. For more information, contact the statistical sites found on our Links page at [www.workingforyourself.com](http://www.workingforyourself.com)



2) What level of service will your business provide? In a single statement, write out how your customers will be treated.

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**Guarantees and Warranties** are often an important part of the sales pitch. Take a look at competing advertisements to see how large a part the services and guarantees play in selling your particular products or services.

After-sale services are a main component of success. Guarantees are what you promise to repair and replace. Warranties are a special type of guarantee which promises a certain level of performance.



**Worksheet: 2-J**

1) What after-sales services (including Warranties and Guarantees) do your competitors provide?

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