


<p>WHY - Outcome Goal for Year _____</p>		<p>HOW - Capture Leads - (List Building Lead Magnets)</p>	
<p>Sales Goal for Year _____</p>		<p>HOW - Engage Leads - (Content Strategy)</p>	
<p>WHAT - (Problems I Solve)</p>		<p>HOW - Convert Leads - (Systems)</p>	
<p>WHO - (Target Market)</p>		<p>WHERE - (Gain Visibility)</p>	<p>HOW - (Implementation Strategy)</p>

This strategic marketing plan template has been created for you by Yoon Cannon. For questions or help call (215) 292-4947 or email YoonCannon@ParamountBusinessCoach.com