

Your Small Business Marketing Plan in 30 Minutes

A practical reset for overwhelmed entrepreneurs and small business marketers

Business Name:

Date:

Step 1: Audit What's Actually Happening (5 minutes)

List up to 10 of your most recent marketing actions in the first column. Write in the second column the feelings about the process.

	Marketing Action	Process Review (How much energy/creativity did this require?)
	<i>Example: Posted Event Announcement on Facebook</i>	<i>Easy to create thanks to templates but posted two days before the event because I ran out of time to post in advance.</i>
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Based on this part of the audit, complete the following sentence:

The marketing activity that felt right was _____, but I want to improve by _____.

Step 2: Identify What's Actually Working (5 minutes)

Pick your metric to measure marketing efforts:
(Check all that apply or write your own)

- Sales Revenue
- Lead Form Inquiries
- Email Engagement
- Website Traffic
- Client Referrals
-
-

Which marketing efforts generated measurable traction? List top 2-3 marketing task performer(s):

- 1.
- 2.
- 3.

Why did these work?

Step 3: Revisit Your Audience (5–10 minutes)

Complete in only 1-2 sentences MAX:

1. Who do we want to target?

2. Who is actually responding to your marketing?

If data is limited, answer these in 1-2 sentences MAX:

1. What content felt authentic?

2. What customer conversations energized you?

3. Who do you naturally understand best?

Step 4: Build Your 30–60 Day Focus Plan (5 minutes)

Review Step 1 and pick your best 2 core marketing efforts to continue:

Marketing Tactic 1:

Marketing Tactic 2:

How will you streamline or systematize these?

- | | |
|---|---|
| <input type="checkbox"/> Batch content | <input type="checkbox"/> Use automation tools |
| <input type="checkbox"/> Create templates | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Document SOP | |
| <input type="checkbox"/> Delegate | |

Choose your ONE “reach” marketing experiment you want to devote marketing spend to develop the next 30-60 days:

What outcome would make this experiment successful?

Step 5: Align With Your Mission (5 minutes)

Write ONE sentence for each prompt:

What does your business do?

Who does it serve?

How does your 30–60 day marketing focus support this?