

**Company Name**

**Date**

**STEP 1  
Company Vision**

**Vision**

*What will this company look like after 5 -10 years? What will this company be known for? Use the present tense.*

**STEP 2  
Mission Statement**

**Mission**

*What is the purpose of this business? Use no more than 1-2 sentences.*

**STEP 3  
Branding**

**Branding**

*How will this business differentiate itself in the Market Place? List your strategy to tie your brand and colors into your business cards, tagline, website, blog, and marketing materials.*

**STEP 4**  
**Creating Meaningful Goals**

*Meaningful Goals*

*Create goals that are meaningful to you. Add target dates. How are you going to measure your success?*

**STEP 5**  
**Strategies**

*Strategies*

*How will you build this company over time?*

**STEP 6**  
**Marketing Activities**

*Marketing Activities*

*Your marketing activities are the actions used to build your business and achieve your Meaningful Goals. Include: Internet Marketing, Referral Marketing, Advertising, Promotions, Publicity, & Customer Contact. Make sure to include Target Dates.*