

# Table of Contents

Personal Value.....	3
Personal Goals.....	4
Business Background and History.....	5
Business Vision and Mission.....	6
Business Goals.....	7
Business Products and Services.....	8
Business and Product Characteristics and Image.....	9
Business and Product Benefits.....	10
Product Pricing.....	11
Product Competition.....	12
Customer Profile and Target Market Segment.....	13
Product Promotion Techniques.....	14
Promotional Plan.....	15
Promotion Concepts.....	16
• Logo and Theme.....	17
• Stationery.....	
• Print Advertising.....	
• Poster.....	
• Direct Mail.....	
• Guide Signs.....	
• Billboards.....	
• Coupons.....	
• Media Release.....	
Resources.....	

# Personal Values

Personal values guide behavior, management style and relationships with others, including customers. You need to know what you value and treasure most in life. These don't need to be shared with anyone. Personal values guide your decision-making processes. You have to make the decision of what is important to you and what you are willing to give up, if necessary.

## Step 1

### Value examples:

Achievement

Adventure

Community

Creativity

Economic Security

Efficiency

Faith

Family

Friendships

Freedom

Health

Independence

Power and Authority

Self-respect

Serenity

Wealth

Wisdom

### List your personal values:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

13. \_\_\_\_\_

14. \_\_\_\_\_

# Personal Goals

Think about your won hopes and aspirations for the future. These are your personal goals. Goals need to be as specific as possible. Identify a way to measure your success. Set time limits as to when you want to achieve each goal. Be sure to visit these often and assess your progress, as well as the continued relevance. Short-term goals should be achievable in the near future, long-term goals will take time.

## Step 2

### Short-term goal examples:

- Start my own home-based business within 18 months.
- Begin a 30-minute a day exercise plan within the next month.
- Take at least eight hours off from work every three months to relax and enjoy life starting today.
- Increase my salary by 10 percent within 5 years.
- Volunteer at least 2 hours a month to a local charity starting next month.

### List your short-term personal goals:

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_
- 3. \_\_\_\_\_  
\_\_\_\_\_

### Long-term goal examples:

- Stay on the farm until I retire or my children take over the operation.
- Be financially secure enough to be able to travel more when we retire.
- Semi-retire and reduce my work week to only 20 hours within five years.
- Sell my business for a substantial profit and retire within 10 years.
- Put the children through college debt-free.

### List your long-term personal goals:

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_
- 3. \_\_\_\_\_  
\_\_\_\_\_



# Business Vision and Mission

Your business vision and mission should drive your business and the decisions you make. The vision defines your business, why your business exists, and what your business wants to achieve. The mission outlines how you plan to achieve your vision. Therefore, the vision does not change, but the mission changes as it is accomplished or as the environment changes.

## Step 4

### Sample vision statements:

Every home in Kansas has a real tree as a Christmas tradition

The most affordable family vacations in northeast Kansas

The best sweet BBQ sauce on the planet

Be the leading supplier of potatoes to the Acme grocery stores

### Your business' vision:

---

---

---

---

---

---

---

---

### Sample mission:

Improve the health and nutrition of Kansas by providing organically-grown vegetables at a reasonable price

Provide inexpensive, high quality, grass-fed beef products to Northeast Kansans year round by raising Angus cattle on the family farm, using no hormones or antibiotics and rotational grazing procedures

Create a unique, exciting experience each fall for people from the central United States by providing an opportunity for them to pick their own apples and watch them made into cinnamon apple sauce

### Your business' mission:

---

---

---

---

---

---

---

---

# Business Goals

What do you want your business to accomplish within the next 18 months? in five years? in ten years? The answers are your business goals. Think about both financial and nonfinancial goals. You can achieve your short-term goals in the near future; long-term goals may take years. Remember to periodically assess your progress. Make sure your goals are specific, measurable, and have a time limit.

## Step 5

### Short-term goal examples:

Increase profits by five percent within one year.

Sign contracts with five new clients within six months.

Capture 15 percent of the market within 18 months.

Create five new full-time positions within one year.

Have a company net worth of \$100,000 within nine months.

### List your short-term business goals:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Long-term goal examples:

Be recognized as the quality leader in my industry within five years.

Have sales worth \$100,000 within three years.

Have an employee turnover rate less than ten percent for the next ten years.

Have a debt-free, self-sustaining, profitable business within seven years.

### List your long-term business goals:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Business Products and Services

Variety is the spice of life. That statement holds true when you are thinking about your product line. What products are you going to offer? Why are you going to offer those products? As you begin your business, focus on making a quality product and marketing it to a specific audience. Listen to your customers and expand and adapt your product line to fit their wants, needs, and desires.

## Step 6

### Products and services examples:

BBQ Sauce: Sweet, Mild and Spicy

Bakery Mixes: Cookie, Brownie, Muffin and Pancake

Beef: Prime cuts

Breads: Quick, Sweet, Whole Wheat and White

Christmas Trees

Decorated Cakes

Emu Health and Beauty Products: Oil and Lotions

Fresh cut flowers, greenhouse grown

Fresh Milk: Whole, Skim and 2%

Fresh Popped Popcorn

Hand-poured candles: 15 varieties

Hand-quilted Quilts

Jams and Jellies

Metal Sculptures

Salsa: Mild, Medium and Hot

### List your business' products and services:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

13. \_\_\_\_\_

14. \_\_\_\_\_

# Business and Product Characteristics and Image

Each product has special characteristics that make it unique. The way you run your business helps create your business' image. What are the characteristics, traditions, and image you want your customers to see?

## Step 7

### Business and product characteristics and Image

### List your business' and products' unique characteristics and image:

#### Examples:

Consumer-oriented

Environmentally responsible

Family-oriented

Friendly

Honest

Healthy

Organic

Original, one-of-a-kind

Personal

Pure

Quality

Safe

Secure

Stable

Value

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

13. \_\_\_\_\_

14. \_\_\_\_\_

# Business and Product Benefits

When you market your product, talk about its benefits. What will your product do for me? Why should I buy your product instead of the competition?

## Step 8

### Product benefit examples:

Availability

Comfortable

Convenient, Easily-used

Customized

Delivery

Dependable, Reliable

Healthy, Nutritious

On-line orders

Safe

Self-expression

Superior Value

Status, Recognition

Takes credit cards

Warranty, Guarantees

Unique

### List your product's benefits:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

13. \_\_\_\_\_

14. \_\_\_\_\_





# Customer Profile and Target Market Segment

You can't be everything to everyone. You need to narrow your focus and target your market. This is done with market segmentation. Demographic and psychographics will help you profile your customer base and segment your market. Demographics group customers by gender, age, location, and such; psychographics group customers by lifestyle choices, personality, activities, beliefs and values.

## Step 11

### Customer demographics:

Gender	Age
Income	Education Level
Marital Status	Geography
Social Class	Household Expenditures

### List your potential customers' demographics:

---

---

---

---

---

---

### Customer psychographics:

Exercises	Strives for Excellence
Religious	Healthy Eating Habits
Buys Locally	Rides a Motorcycle
Conservative	Hates to Cook

### List your potential customers' psychographics:

---

---

---

---

---

---

### Target market segment example:

Married, middle-class, white-collar, female, age 28 to 45, living in Douglas, Shawnee or Jackson counties, with an annual household income of under \$100,000. She is a mother who doesn't have the time to cook, especially breakfast.

Upper-class, executive, male, age 34 to 46, living in Johnson county, with an annual income of over \$120,000. He is single, lives life in the fast lane, enjoys gourmet food, and doesn't mind paying the price for a superior quality product.

### List your target market segment(s):

---

---

---

---

---

---

# Promotional Techniques

Putting your plan together is the final step. Review Steps 1 through 12, write your plan, plot it on the calendar, and implement your plan. Remember to always evaluate the success of each promotion. Your promotional plan is a dynamic document that can change with the needs of your business and customers.

## Promotional plan example 1:

*Product:* Frozen, ready-to bake, cinnamon rolls

*Target Audience:* Married, middle-class, white-collar, female, age 28 to 45, living in Douglas, Shawnee or Jackson counties, with an annual household income of under \$100,000. She is a mother who doesn't have the time to cook, especially breakfast.

*Promotional Technique:* Radio

*Time-frame:* To air between 2:30 p.m. and 5:30 p.m., twice a day, each day between April 15 and May 15.

---

## Promotional plan example 2:

*Product:* Wine

*Target Audience:* Upper-class, executive, male, age 34 to 46, living in Johnson county, with an annual income of over \$120,000. He is single, lives life in the fast lane, enjoys gourmet food, and doesn't mind paying the price for a superior quality product.

*Promotional Technique:* Print advertisement in the business section of the Kansas City Star.

*Time-frame:* Each Sunday in December

*Budget:* \$500

## Promotional plan:

Product:

Target Audience:

Promotional Technique:

Time-frame:

Budget:

---

Product:

Target Audience:

Promotional Technique:

Time-frame:

Budget:

# Promotional Plan

**Promotional plan:**

Product:

Target Audience:

Promotional Technique:

Time-frame:

Budget:

---

Product:

Target Audience:

Promotional Technique:

Time-frame:

Budget:

**Promotional plan:**

Product:

Target Audience:

Promotional Technique:

Time-frame:

Budget:

---

Product:

Target Audience:

Promotional Technique:

Time-frame:

Budget:

## Promotion Concepts

The next part of this workbook discusses ways to achieve consistency, appropriateness, and create a lasting business image within a marketing campaign. You probably aren't an expert in graphic design or advertising; and you're not expected to be. This section will help you work with the professionals by knowing what to look for that makes a campaign great instead of just good.

**Consistency** has many advantages. The primary one is a strong visual identity. By appearing "organized," a company's printed materials visually become part of a team that stands out from the crowd. If your letterhead, brochures, newsletters, web site and packaging are consistent, they reinforce each other. They contribute to a whole, rather than remaining isolated and lost as opportunities to communicate an appropriate, consistent image, as well as company's impression of efficiency, care and quality.

Consistency also avoids unnecessary customizing; certain attributes of all communications are established. They need not be rethought for every communication, and time and money are saved. Finally, consistency avoids confusion. Be consistent in the way you handle the various elements leads to confusion. Confusion will weaken your communication. A designer, working with guidelines established to maintain consistency, is free to focus on the most important part of design; making each communication piece right for its target audience. Appropriateness is the second criteria by which communication should be evaluated.

**Appropriateness** is based in part on "proportion." The size of any visual element should be based on the size of the page, the visual elements that surround it and the emphasis you want it to receive. Appropriateness is also related to the audience and content. Whether or not a graphic solution is appropriate depends on two issues: 1) how much it furthers the communication's purpose; and 2) whether it is suitable for your audience.

The combination of a search for both consistency and appropriateness results in a meaningful diversity. Without consistency, meaningless changes camouflage those that are purposeful. Just as a writer should not change tense or person arbitrarily, so, too, the designer should not arbitrarily change such things as typeface, type size, color or spatial organization. Such changes should only grow out of the needs of each communication.

**Conspicuity** means the elements of your company's identity are visually and cognitively clear to your target market. Can you see the headline, subhead, and the company signature? Can you read the text? Do you understand the text? More importantly, can your customer understand the message you want to get across?

