Ascendus®

BUSINESS RESOURCE · WORKSHEET

Intentional visibility without overextension

A practical approach to marketing for small business owners: focus on the channels and customers that matter most.

YOUR ACTION STEP **A simple outline**

Create a simple marketing plan

Even a simple outline can help you stay organized and intentional. Fill in each line, and let strategy guide your marketing activities so you can allocate both time and money more efficiently.

Element	Your plan
Target audience	
Marketing goals	
Communication channels	
Promotional activities	
Estimated budget	

Keep building

Every guide gives you one practical step on cash flow, credit or growth. Find the next one at ascendus.org/resources.

Read this guide online: www.ascendus.org/resources/intentional-visibility-without-overextension/