

	ADVERTISING & PROMOTION	NETWORKING	E-MARKETING	DIRECT MAIL	TELEPHONE FOLLOW-UP	APPOINTMENTS & ENTERTAINING	CUSTOMER RETENTION
<b>JAN</b>	\$200 ad – chamber Newsletter  Press release if appropriate	Business association breakfast / event  Chamber event	E-Newsletter to clients/prospect list	Semi-annual letter to customers	Call prospects met at networking events	Lunch with at least one prospect At least # prospect appointment (s)	Lunch with at least one customer Semi-annual letter to customers
<b>FEB</b>	Press release if appropriate	Business association breakfast / event  Chamber event	Web site optimization	Post card mailer to select members of prospect list	Follow-up calls to postcard mailing	Lunch with at least one prospect At least # prospect appointment (s)	Lunch with at least one customer
<b>MAR</b>	\$__ print ad or broadcast ads;  Press release if appropriate	Business association breakfast / event  Chamber event	<b>- SAMPLE -</b>			Lunch with at least one prospect At least # prospect appointment (s)	Lunch with at least one customer
<b>APR</b>	Press release if appropriate	Business association breakfast / event  Chamber event	E-Newsletter to clients/prospect list	Post card mailer to select members of prospect list	Follow-up calls to postcard mailing	Lunch with at least one prospect At least # prospect appointment (s)	Lunch with at least one customer
<b>MAY</b>	\$__ print ad or broadcast ads;  Press release if appropriate	Business association breakfast / event  Chamber event	E-invitations to customer appreciation event	Mail-piece / letter / invitation to customer appreciation event	Follow-up calls to invitations	Lunch with at least one prospect At least # prospect appointment (s)	Lunch with at least one customer
<b>JUN</b>	Customer appreciation event  Press release if appropriate	Business association breakfast / event  Chamber event		Post card mailer to select members of prospect list	Follow-up calls to postcard mailing	Lunch with at least one prospect At least # prospect appointment (s)	Lunch with at least one customer

1. Enter planned activities in each column, taking budget, revenue goals & seasonal variations into account (SEE SAMPLE SHEET)
2. Try to balance your approach (i.e., mix direct mail such as letters, postcards or newsletters with e-marketing, such as e-newsletters, e-zines, e-announcements etc)
3. Create a plan that fits into a reasonable time expectation – scheduling these activities is important, as many people procrastinate these activities. We must make time to succeed!

**Paul Charles & Associates**  
**(603) 537-1190**

**2008 Business Development Action Plan**  
Worksheet – Page 1

	<b>ADVERTISING &amp; PROMOTION</b>	<b>NETWORKING</b>	<b>E-MARKETING</b>	<b>DIRECT MAIL</b>	<b>TELEPHONE FOLLOW-UP</b>	<b>APPOINTMENTS &amp; ENTERTAINING</b>	<b>CUSTOMER RETENTION</b>
<b>JAN</b>							
<b>FEB</b>							
<b>MAR</b>							
<b>APR</b>							
<b>MAY</b>							
<b>JUN</b>							

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	<b>ADVERTISING &amp; PROMOTION</b>	<b>NETWORKING</b>	<b>E-MARKETING</b>	<b>DIRECT MAIL</b>	<b>TELEPHONE FOLLOW-UP</b>	<b>APPOINTMENTS &amp; ENTERTAINING</b>	<b>CUSTOMER RETENTION</b>
<b>JUL</b>							
<b>AUG</b>							
<b>SEP</b>							
<b>OCT</b>							
<b>NOV</b>							
<b>DEC</b>							