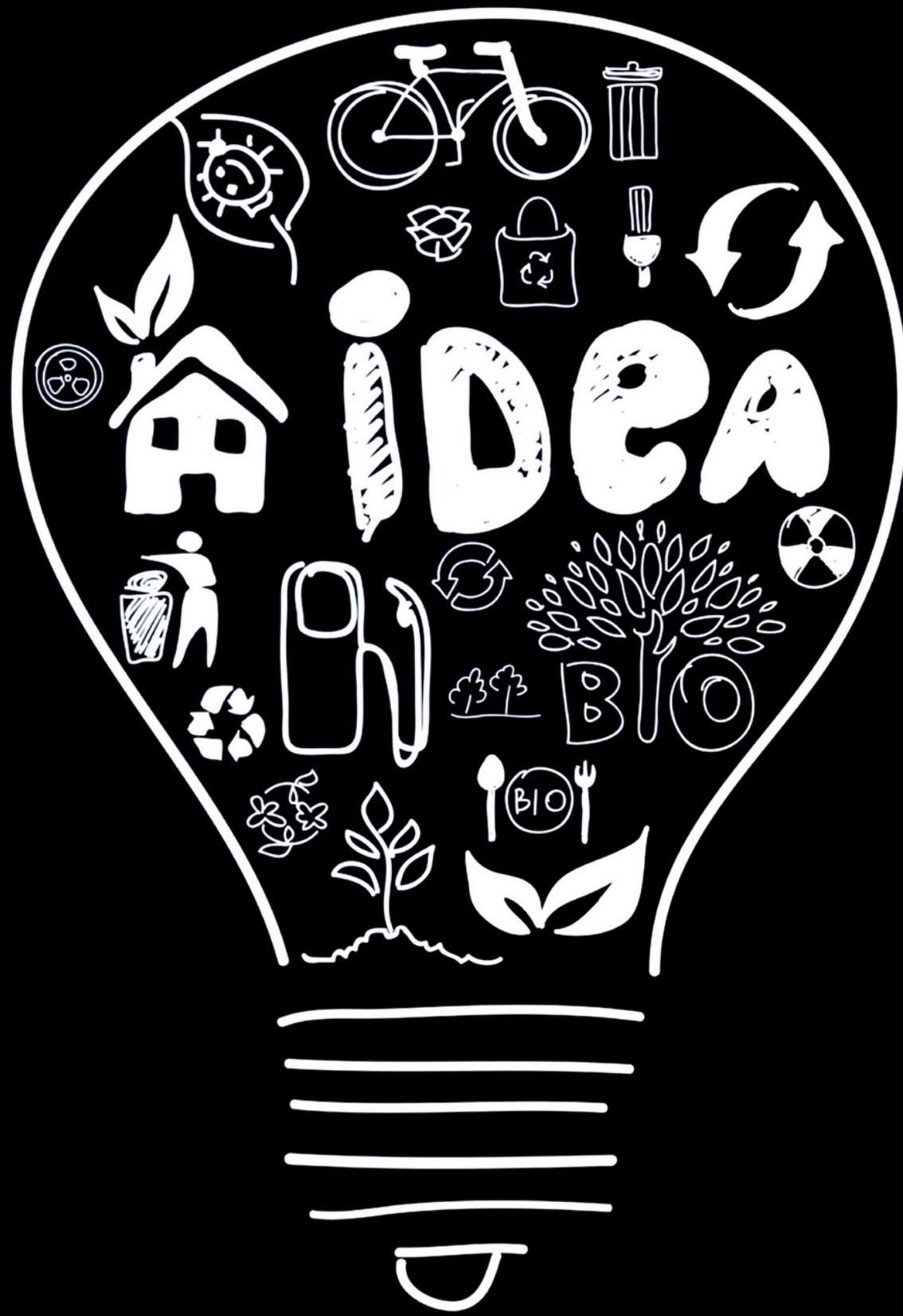


# PLAN IT LIKE A PRO

# The Ultimate Guide to Writing a Marketing Strategy

# For Small Business Owners Who'd Rather Poke Themselves with a Pen Than Write a Plan... (Until Now!)



# DAWN SPENDLOVE

# Meet the author

## Dawn Spendlove (the marketing geek)

Dawn Spendlove is the founder of [Love Marketing](#), a straight-talking marketing strategist, speaker, and self-confessed marketing geek on a mission to help small business owners fall back in love with marketing — or at least stop avoiding it.

With over 35 years of experience, a sense of humour, and a no-fluff approach, Dawn transforms jargon-filled strategies into simple, human plans that actually work. She's worked with brands big and small, taught hundreds of entrepreneurs how to confidently market themselves, and once danced in a flash mob with a broken arm and 2 broken ribs (true story – Atomicon 2025).

When she's not coaching business owners, running workshops or creating content people actually want to read, she's drinking Yorkshire tea and thinking of new ways to make marketing feel less scary (or riding a bike in the Derbyshire Hills :)



# Introduction

## Dear business owner who's probably avoiding writing their marketing plan or strategy....

Let me guess — you work for a business or you've got a business you love (or are trying to), you're doing all the right things, and the idea of sitting down to write a marketing strategy feels about as appealing as assembling flatpack furniture without instructions.

You're not alone. Most small business owners either:

- **Write a plan once, never look at it again, or**
- **Never write one and wing it forever**

Here's the good news: it doesn't have to be that way.

This guidebook is designed to help you build a brilliant marketing strategy and plan without needing a marketing degree or a month off work. It breaks things down into bite-sized steps with a splash of humour and a heap of practical advice. You'll get clarity on what to do, why you're doing it, and how to actually stick to the plan.

Even better? This isn't just a PDF — it's the foundation for a full course coming soon. So, if you love this, there's more to come.

Let's make your marketing feel less "meh" and more "YESSS!"

You've got this. And I've got you.

*Dawn x*

# CHAPTER 1: Let's start at the very beginning

## (...A very good place to start, even if you're not Maria von Trapp)

### Chapter Intro:

Most people start with a plan. But if you're like many small business owners, your "plan" lives somewhere between a scribbled notebook, a to-do list, and a late-night panic. And the words "mission statement" might make you break into a cold sweat. Let's change that.

We're starting this journey by getting clear on what you do, why it matters, and what makes you different — in plain English. No jargon. No corporate waffle. Just you, your business, and the story behind it.

This isn't about writing something that sounds impressive on LinkedIn. It's about crafting a mini manifesto that reminds you what you're here to do and helps others understand it too.

### What This Chapter Covers:

- Your introduction (to your business, not a TED Talk)
- Your mission statement (minus the buzzwords)
- Key things that will shape your marketing plan

 Rewritten Content:

- ◆ Your Introduction

You might want to leave this section till the end — like the opening scene of a film you only really understand after watching the whole thing.

### Your intro is a simple snapshot of:

- What your business is about
- What your big picture strategy is
- What areas you're focusing on
- Any big factors affecting things (e.g. a new competitor, a changing market, or "we've outgrown the DIY phase")

It's not War & Peace. It's more like your business on a coffee break, telling someone what it's up to.

### ◆ Your Mission Statement

Forget those meaningless, jargon-laced plaques like "to deliver customer-centric synergy and delight stakeholders."

### Your mission statement should say:

- What you do
- Who for
- Why it matters

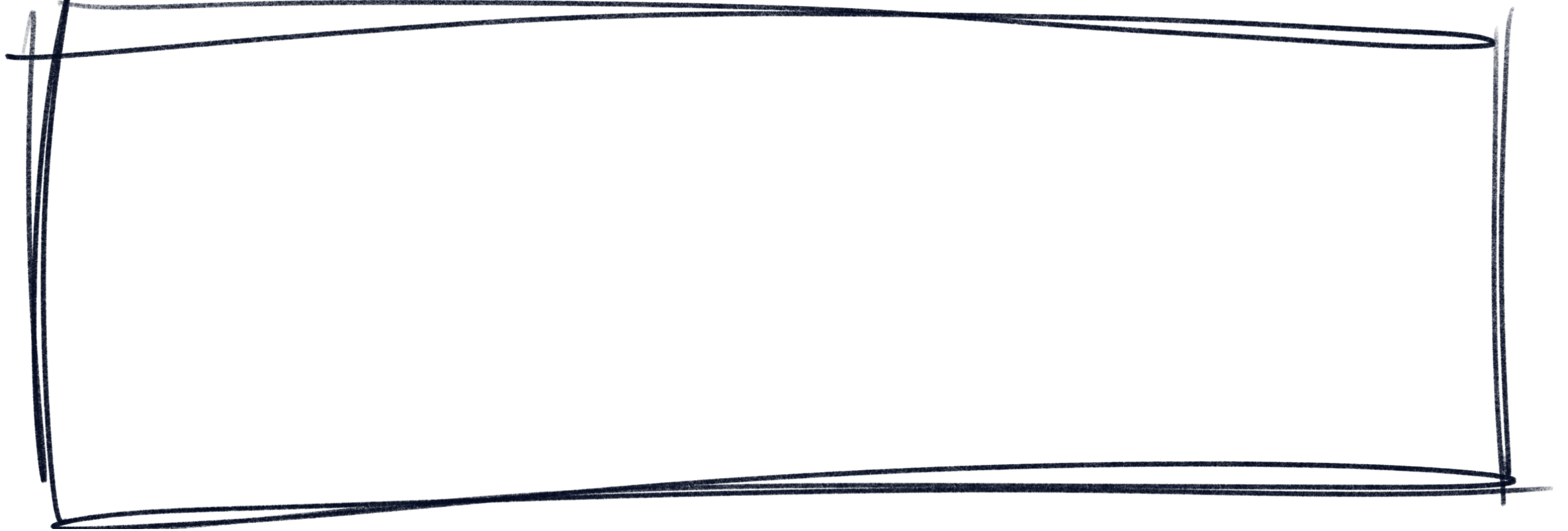
### That's it. No more, no less.

A good one sounds like something you'd actually say out loud. It should guide your decisions, your marketing, and your next steps — not just sit on a dusty page.

# CHAPTER 1: 5 Action Points to Complete This Chapter

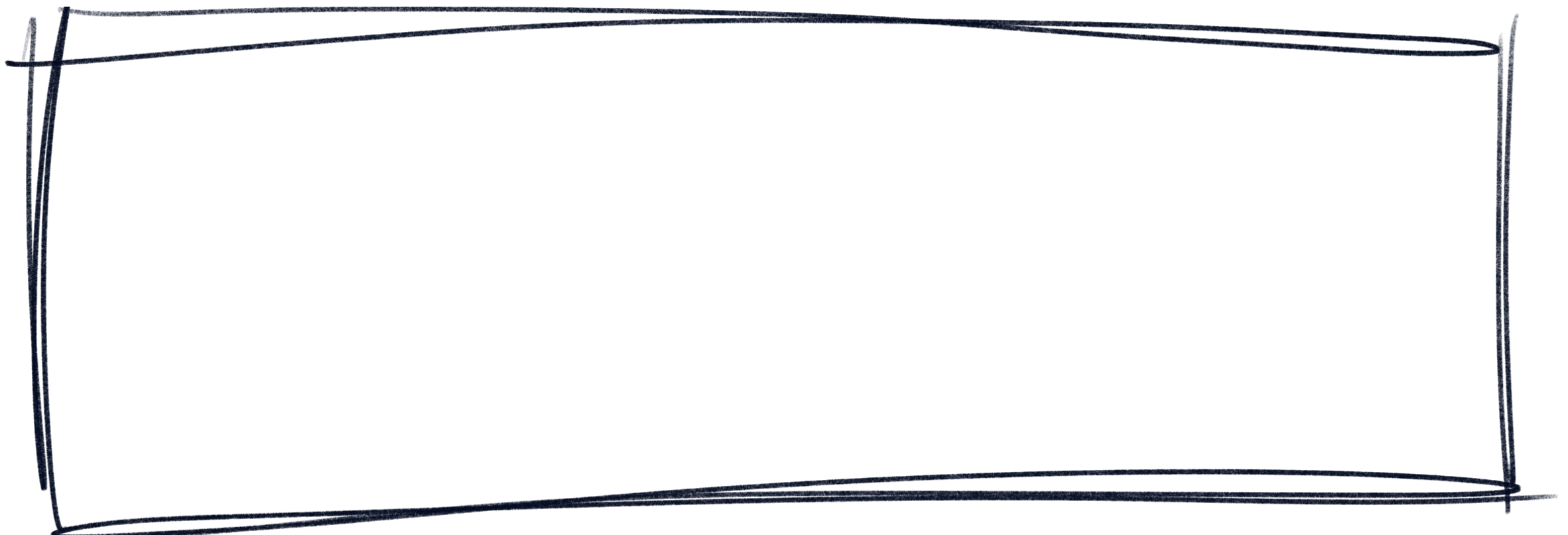
## 1. Write a one-sentence summary of your business.

Imagine you're explaining it to someone at a networking event... with biscuits.



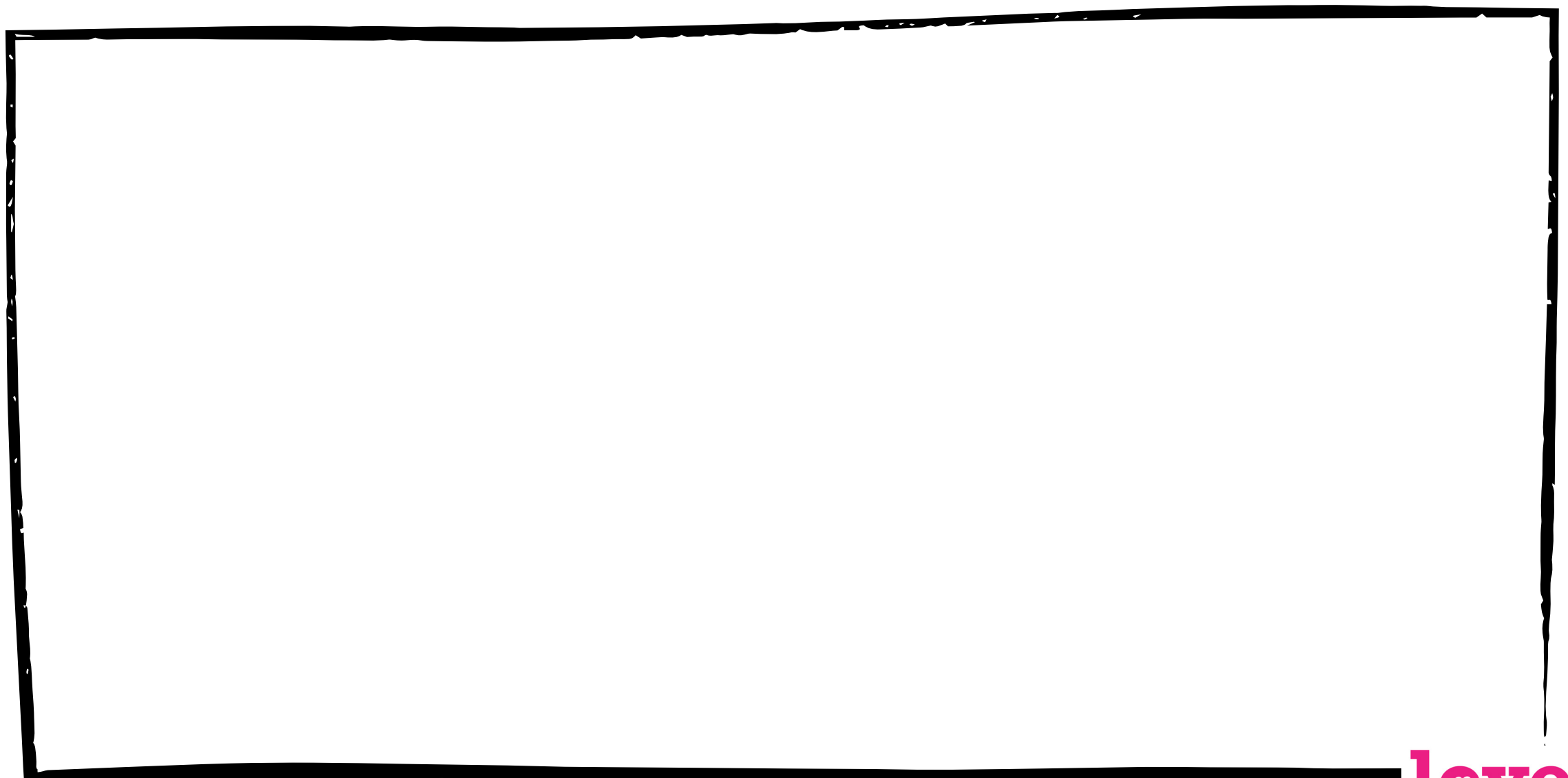
## 2. Now write your mission statement.

Try this format: "We help [who] do [what] so they can [why it matters]."



## 3. List 3 areas of your business you plan to focus on in the next 12 months.

This could be "launch new product", "increase sales to existing customers", or "stop crying over spreadsheets".





# CHAPTER 1

## 4. Note anything that might affect your plans.

E.g. competitor moves, changes in pricing, time constraints, funding, staff changes.

5. Bookmark this intro — you'll come back to refine it after you've completed the rest of the plan. (You're allowed to be messy here. This isn't being marked.)

## CHAPTER 2: Where Are You Now?

**Before we can plan your big marketing moves, we need to figure out where you're standing — and whether it's quicksand or solid ground.**

### Chapter Intro:

Imagine planning a holiday without knowing where you're starting from. You pack for sunshine, only to realise you're already in Spain. Or worse — you're in Skegness and forgot your coat.

Your marketing works the same way. Before you can decide where to go (more sales, better clients, fame, fortune, beach house...), you need a brutally honest look at where you are now.

This chapter is your reality check — but in a nice way.

### What This Chapter Covers:

- Your current marketing activity and its effectiveness
- What's working (and what's just noise)
- Your position vs competitors
- How visible, valuable and viable your current setup is

### Dawn's Anecdote:

I once worked with a brilliant coach who thought she had a “promotion problem.” She'd tried flyers, local press, and even hired her nephew to “sort the Instagram.”

Turns out... her real issue was pricing and positioning. She was targeting luxury clients with a bargain-bin vibe. We fixed her offer, repositioned her brand, and then marketed it properly — result: dream clients and no more sad flyers.

So, let's not skip this step. Sometimes the answers are already hiding in plain sight.

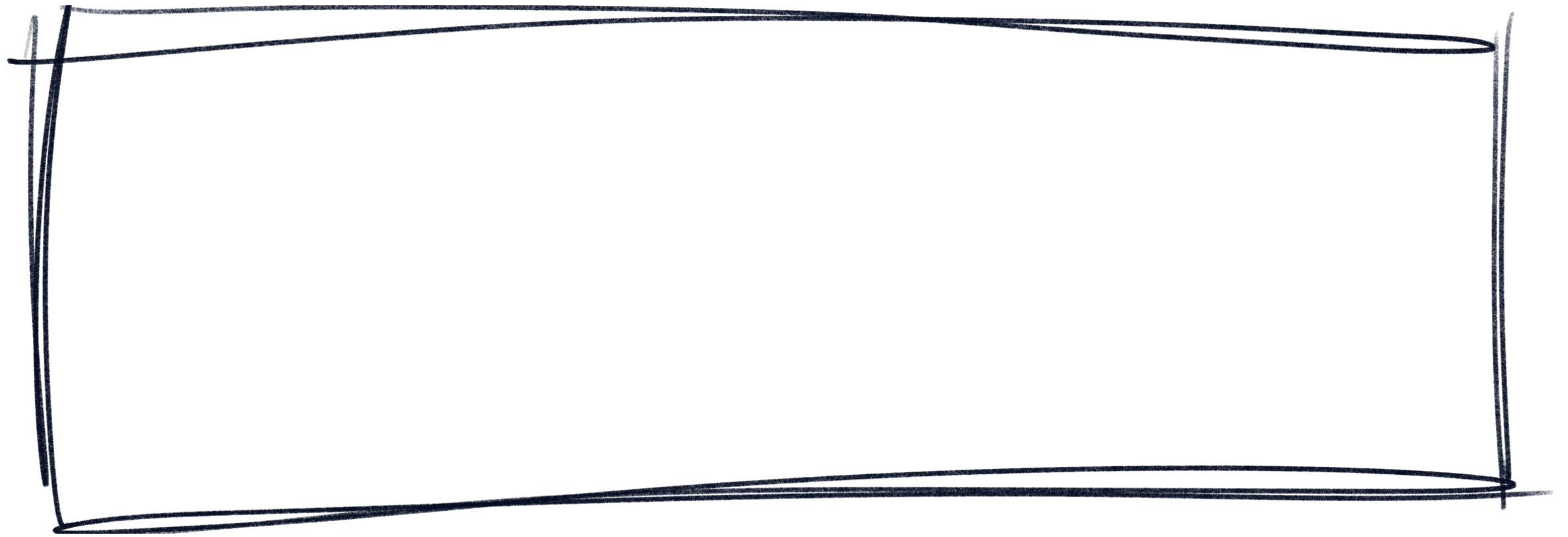
# CHAPTER 2: The Basics

## Your Current Market Position

Break your business down using the 7Ps — but we'll start with the 4 classics first:

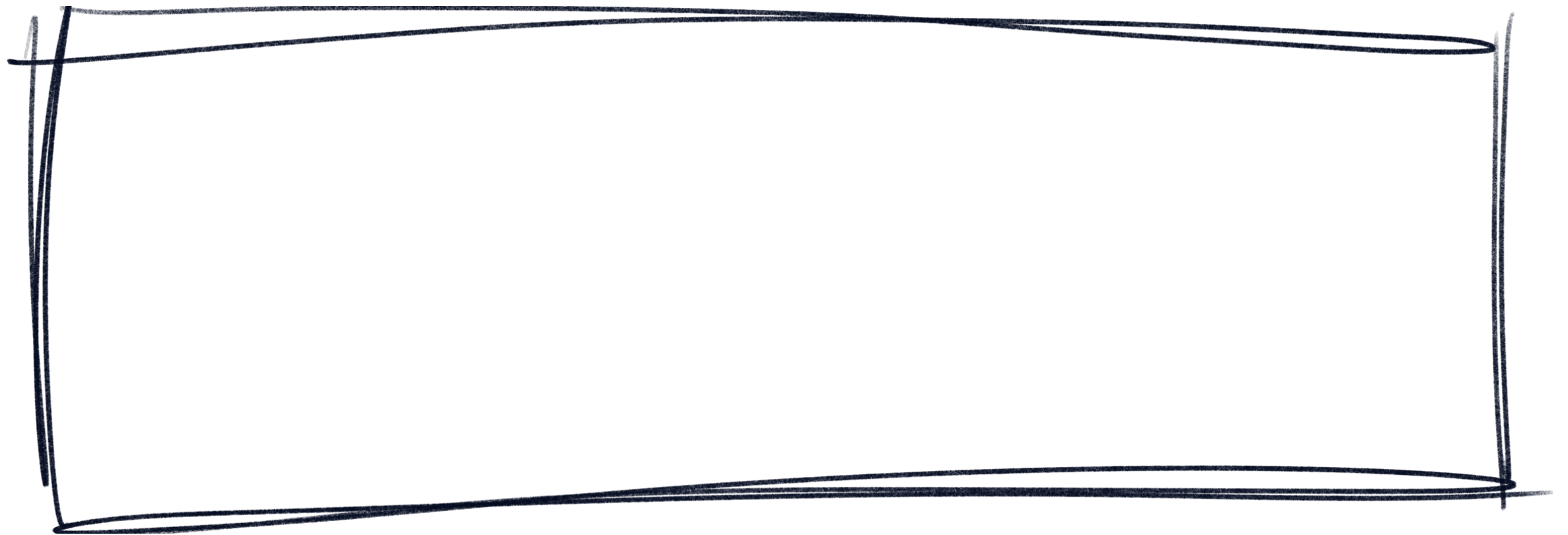
### Product

- What do you actually sell? (Products/services — keep it simple!)
- Where does it sit in the market? (Premium, budget, unique, meh?)
- Who are your competitors?



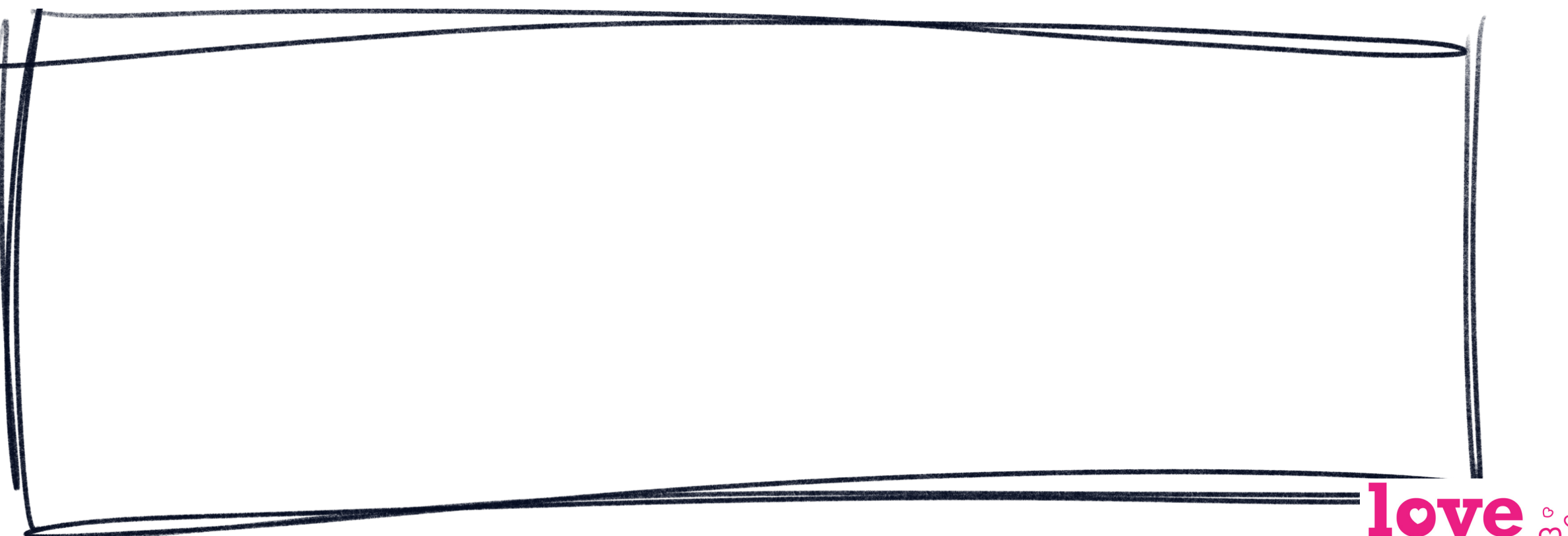
### Place

- Where do you sell it? (Online, in-person, social, marketplace?)
- Are your customers finding you in the right places?
- What channels aren't working anymore?



### Price

- What's your pricing strategy — gut feeling or goal-driven?
- Are you the cheapest, mid-range, or luxury option?
- Do you discount? (And does that help or hurt?)



# CHAPTER 2: The Basics

## Your Current Market Position

### Promotion

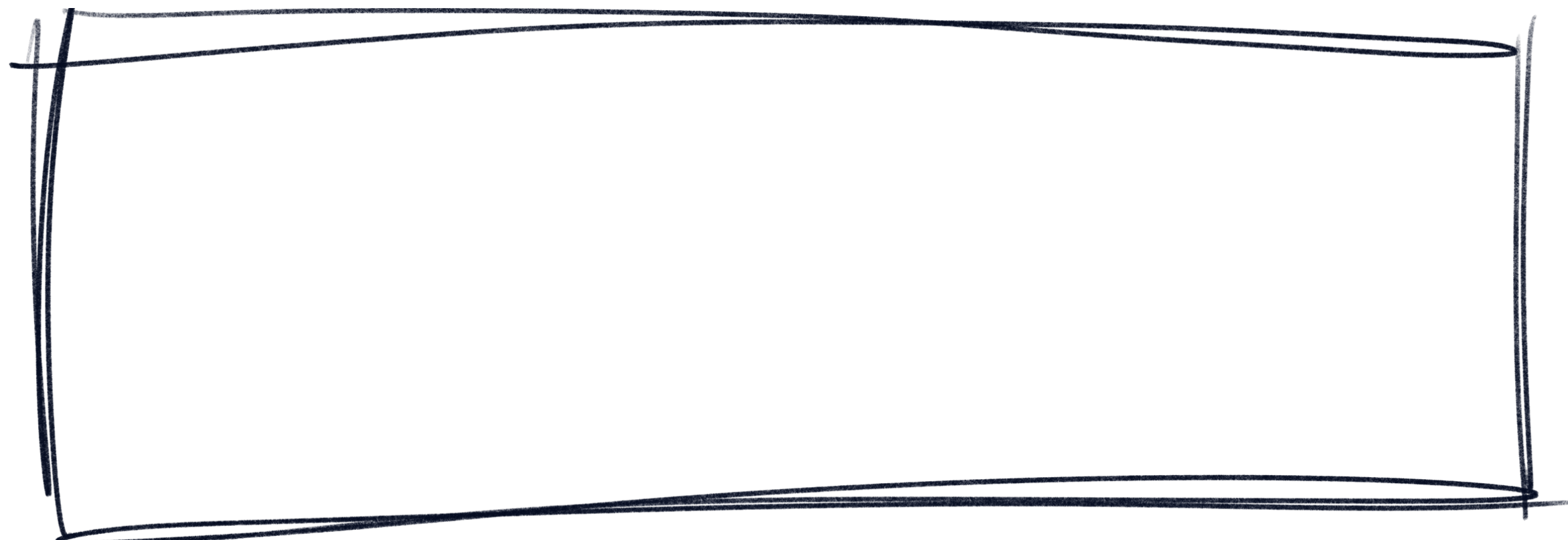
- What are you currently doing to promote your biz?
- What's getting results, and what's just draining energy?
- What's your content or campaign calendar looking like?



### For Service-Based Businesses: Don't Forget...

### People

- Who's involved in delivery (just you, a team, outsourced help)?
- Are they trained, consistent, customer-friendly?



### Processes

- How smooth is your customer experience?
- Do you have systems, automations, templates?

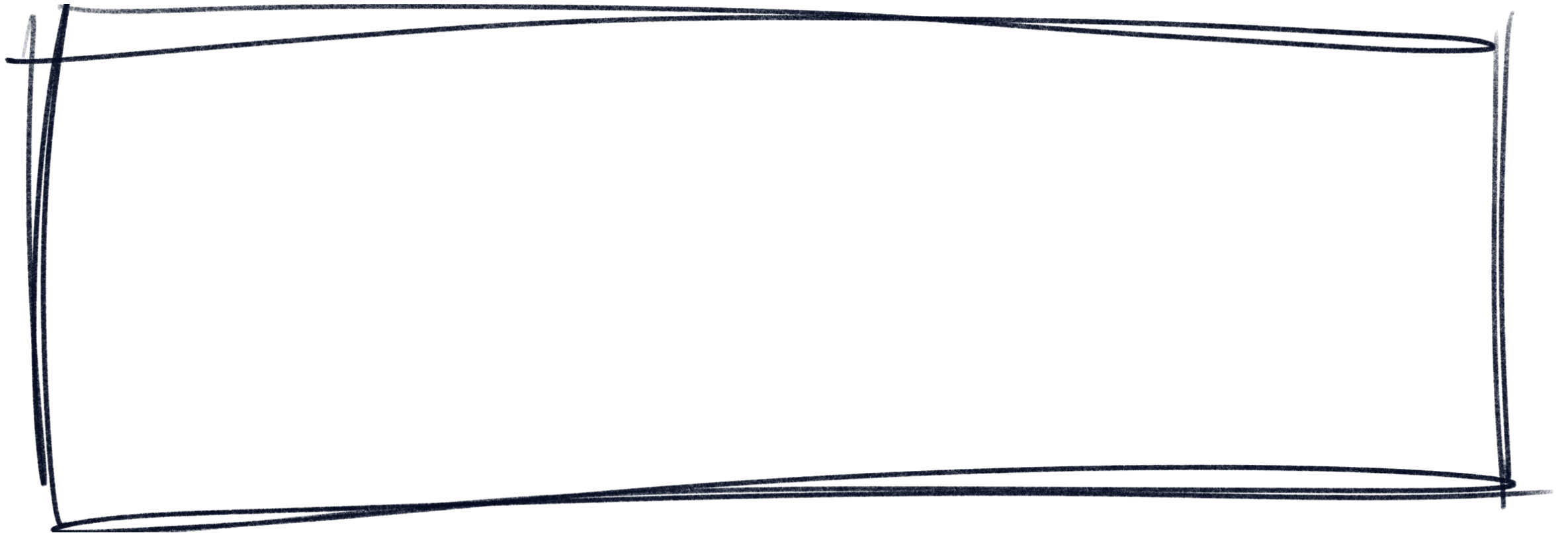


# CHAPTER 2: The Basics

## Your Current Market Position

### Physical Evidence

- What are the visuals saying? (Website, social, branding, premises, packaging)
- Would someone look at your business and say, “Yes please” or “Not quite”?



## CHAPTER 2: The Basics

### 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

#### List your top 3 products or services

Write down their price, best-selling status, and what makes them stand out.

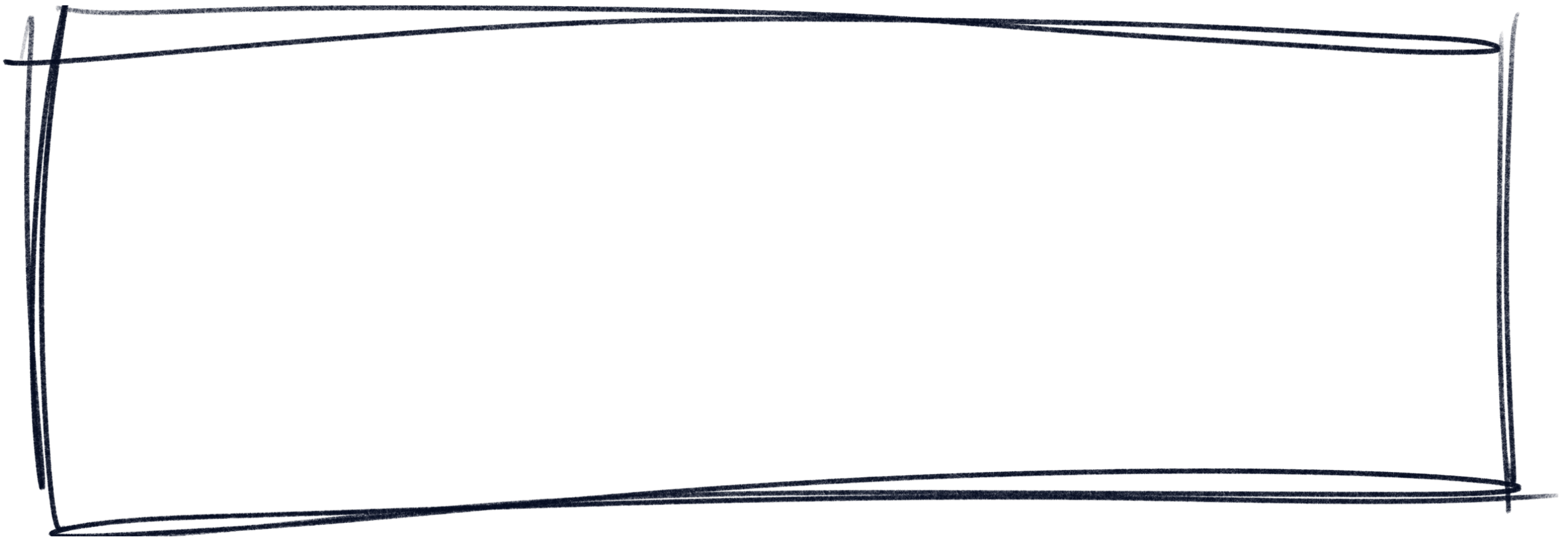
- 1.
- 2.
- 3.

#### Score yourself out of 10

for how well you're promoting your business right now — and note why you gave that score.

...../10

Why?



#### List all the places you currently show up online or offline.

Star the ones that drive actual enquiries or sales.

Item.

 Drives enquiries/sales

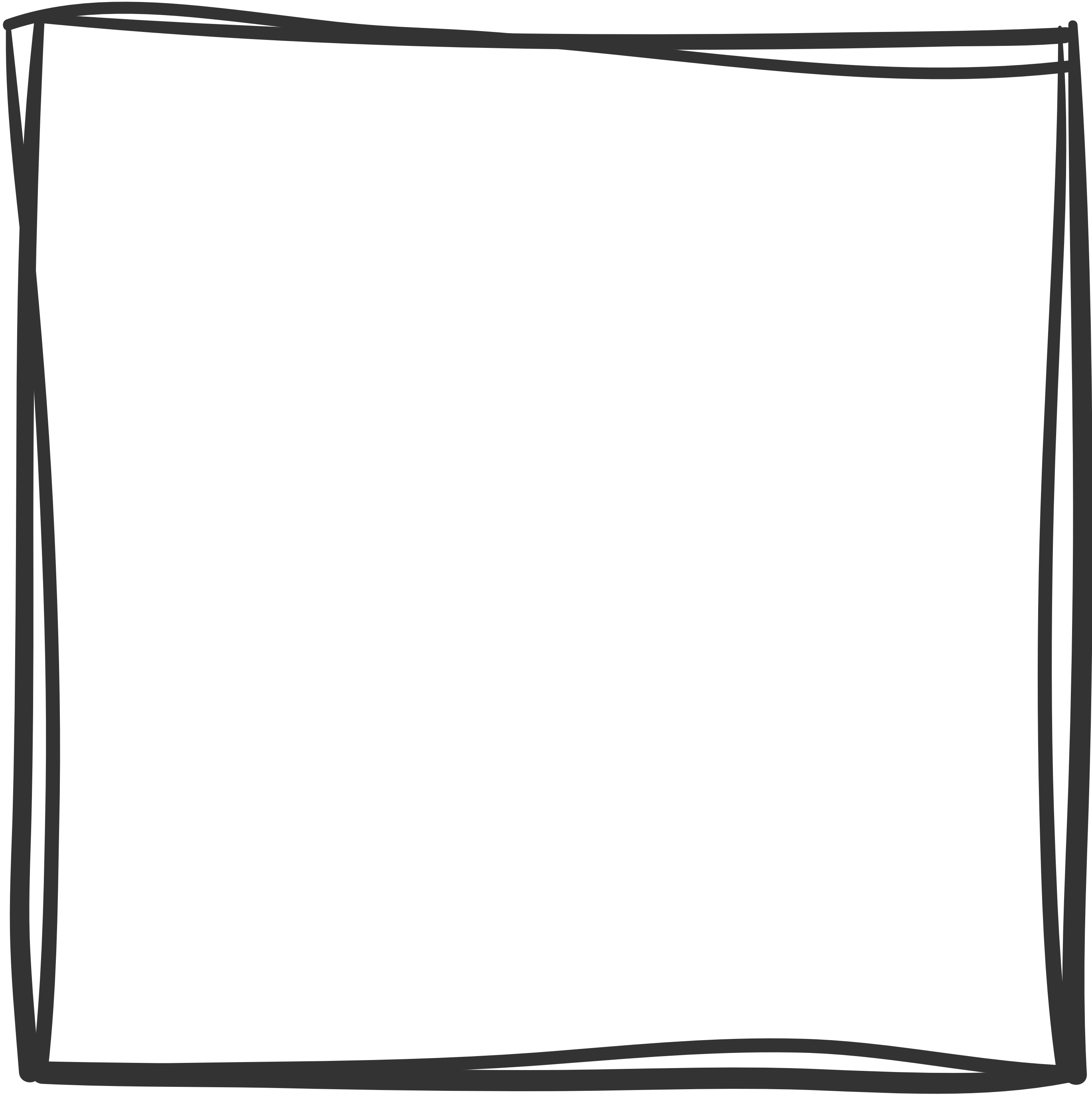
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1. Describe your typical customer experience from first contact to delivery.
2. Is it smooth? Clunky? Are you ghosting your email list?
3. Do a vibe check:
4. Google yourself, look at your website, your social media — what would a stranger think you do, charge, or stand for?

## CHAPTER 2: The Basics

### 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

**Describe your typical customer experience from first contact to delivery.**  
Is it smooth? Clunky? Are you ghosting your email list?

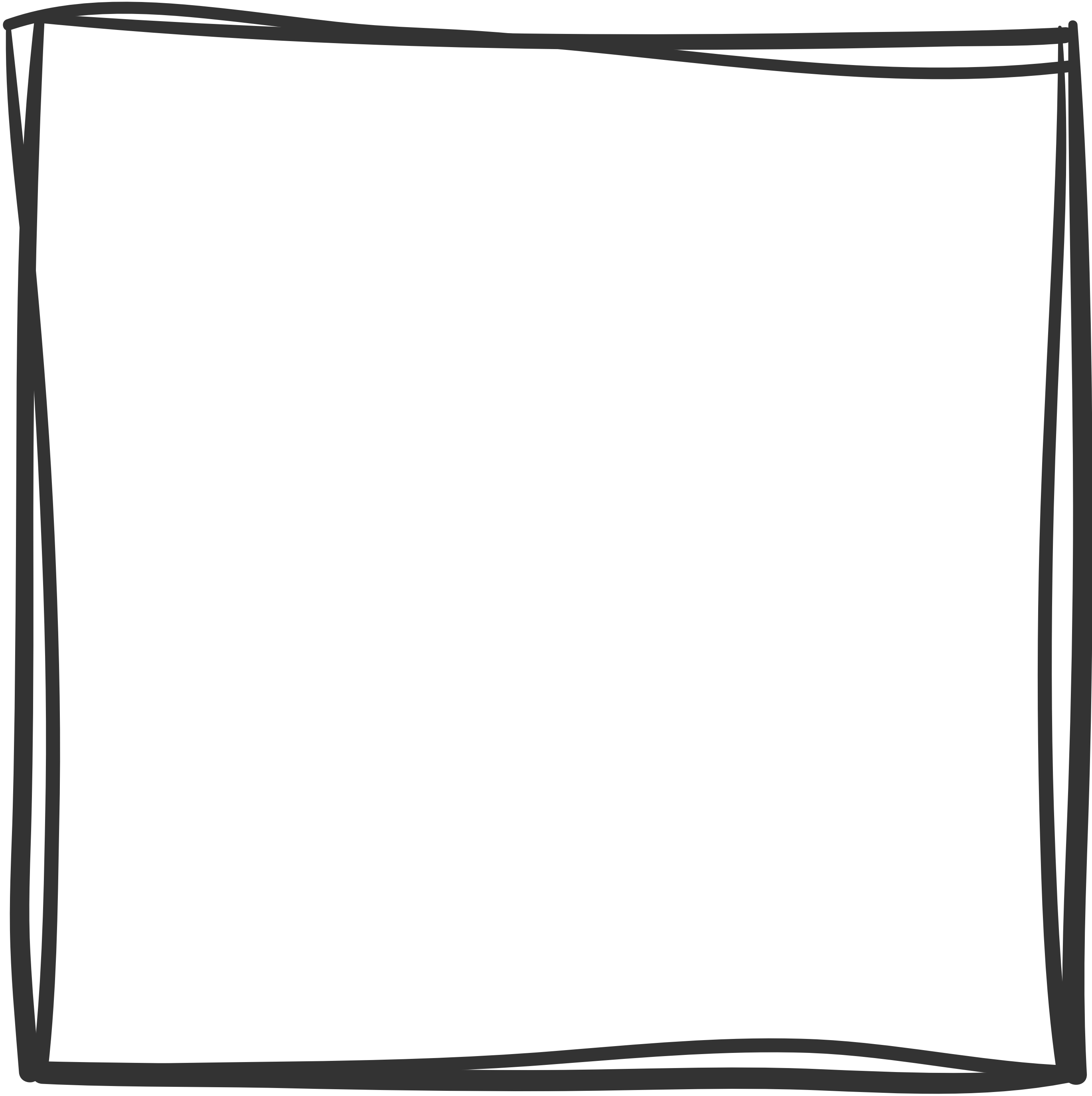


## CHAPTER 2: The Basics

### 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

#### **Do a vibe check:**

Google yourself, look at your website, your social media — what would a stranger think you do, charge, or stand for?



# CHAPTER 3: Market Watch – What’s Going On?

## Chapter Intro:

Running a business can feel like you’re on a treadmill in a hurricane — trying to keep moving while everything around you is shifting. New tech, changing customer behaviour, economic chaos, and some 23-year-old on TikTok selling what you do for £7.99.

This chapter is about stepping off the treadmill for a moment and looking around. What’s going on in your industry? What do your customers really want now? And where might your next opportunity be hiding?

## Dawn’s Anecdote:

I once worked with a florist who swore their customers didn’t want to order flowers online. “They like coming in for a chat,” she said. Fast forward to lockdown — those same customers begged for a website. We got her online – she’s never looked back.

Moral of the story? Markets move. Watch them or risk being left behind with a fridge full of unsold lilies.

## What This Chapter Covers:

- Key changes in your industry
- Customer behaviour trends
- Where the opportunities and threats are
- Where your business fits in the big picture

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

**List the top 3 trends affecting your industry right now.**

(E.g. AI tools, eco-conscious buying, rising costs, demand for personalisation.)

**Name 3 things your ideal customer wants more of in 2025.**

(Think: speed, ease, authenticity, ethical brands, value.)

# CHAPTER 3: Market Watch – What’s Going On?

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

**Write down 2 competitors or disruptors making waves — and why.**  
(What are they doing well? What gaps can you fill?)

**List 1 thing your business can offer right now that feels timely or in demand.**  
(Speedy service? Niche knowledge? Flexibility?)

**If nothing changed in your market for 2 years, would your business still be relevant?**  
Be honest. (And if not — that’s where your strategy starts.)

# Because knowing your strengths is powerful — but knowing your weaknesses is profitable.

## Chapter Intro:

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. But it might as well stand for Seriously, Why Overthink This? because too many people do.

This is where we look inwards (strengths and weaknesses), and outwards (opportunities and threats) — and then pull it all together to make smart, confident decisions.

## 🧠 Dawn's Anecdote:

I had a fab solopreneur client who thought her biggest weakness was being small. Actually, that was her superpower — she was nimble, personal, and quick to respond. Her real weakness? Spaghetti processes and no follow-up emails. Once we sorted that, her client retention doubled. It's rarely what you think.

## CHAPTER 4: SWOT and Swagger

### 💡 What This Chapter Covers:

- Your real business strengths (not just "I'm passionate!")
- Weak spots that need a spotlight (not shame)
- Opportunities that align with your energy and goals
- Threats that need a plan (not panic)

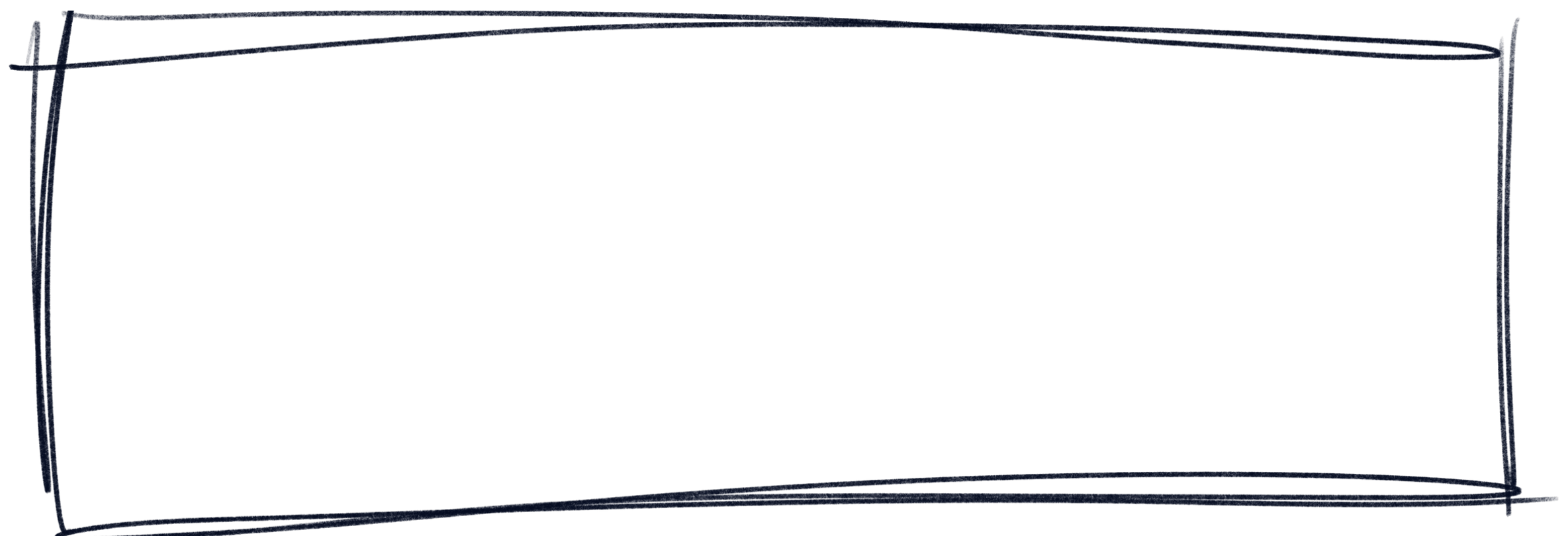
### 🔗 Also Includes:

- Competitor mini-SWOT: what are they doing right or wrong?
- High-priority issues you should address before moving on

## ✅ 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

**List 5 genuine strengths your business has.**

E.g. niche knowledge, loyal clients, fast turnaround, killer testimonials.





## CHAPTER 4: SWOT and Swagger

**Now list 5 weaknesses.**

This isn't a roast — it's where your best growth lives. Think: messy onboarding, inconsistent pricing, no follow-up.

**Write 3 external opportunities you could realistically act on.**

E.g. demand for what you offer, a new funding scheme, social media trends that match your tone.

### 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

**Note 3 threats to your business.**

Competitors, economic shifts, over-reliance on one client. If it keeps you up at night, write it down.

## CHAPTER 4: SWOT and Swagger

### 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

**Do a mini SWOT for 1–2 of your competitors.**

How do they show up? Where are their cracks? Use it to sharpen your own position

# CHAPTER 5: Crystal Ball Time – Assumptions & Forecasts

**Because you can't predict the future, but you can guess better than Mystic Meg.**

## Chapter Intro:

Welcome to the “educated guesses” section of your strategy. This is where you write down the things you’re assuming about the future — so that if (when) something changes, you can say “Ah yes, I planned for this,” rather than “Oh no, not again.”

This chapter helps you future-proof your thinking and builds in flexibility. Because marketing isn't about having all the answers. It's about having a plan for when the answers change.

## Dawn's Anecdote:

I once had a client plan a big campaign assuming their product would arrive in October. It showed up in February. Cue four months of awkward apologetic emails. If they'd written that assumption down and planned a backup... well, let's just say their copy wouldn't have included “sorry again.”

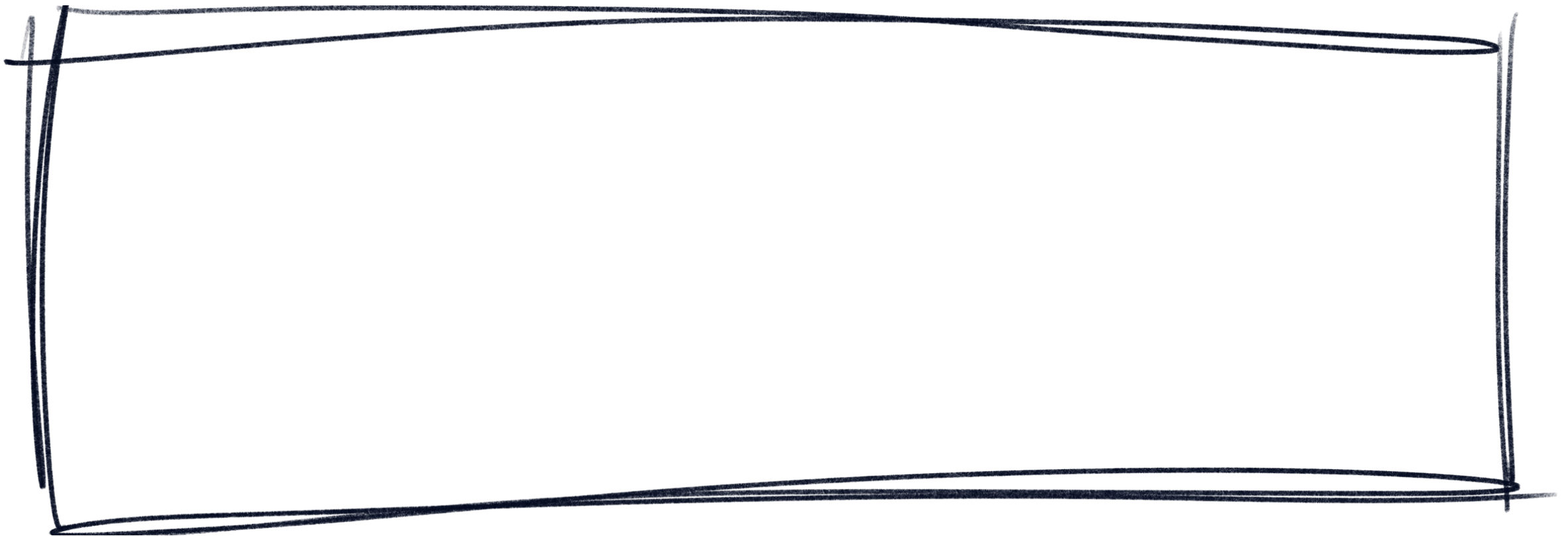
## What This Chapter Covers:

- The key assumptions you're making about your market, customers and business
- How to plan around things you can't control
- Why assumptions make your plan smarter, not shakier

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

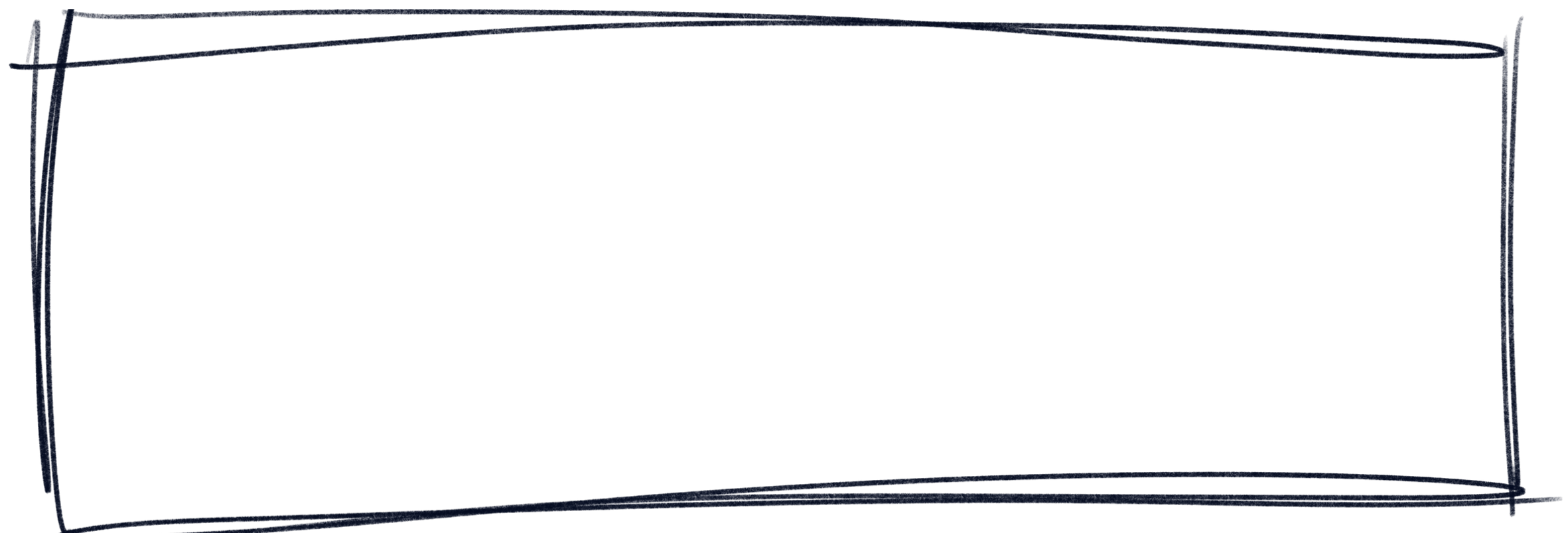
**List 3 things you're assuming about your customers.**

E.g. they'll keep buying online, price still matters, they're loyal.



**List 2 things you're assuming about your competitors.**

Will they stay the same, launch new offers, undercut you?



# CHAPTER 5: Crystal Ball Time – Assumptions & Forecasts

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

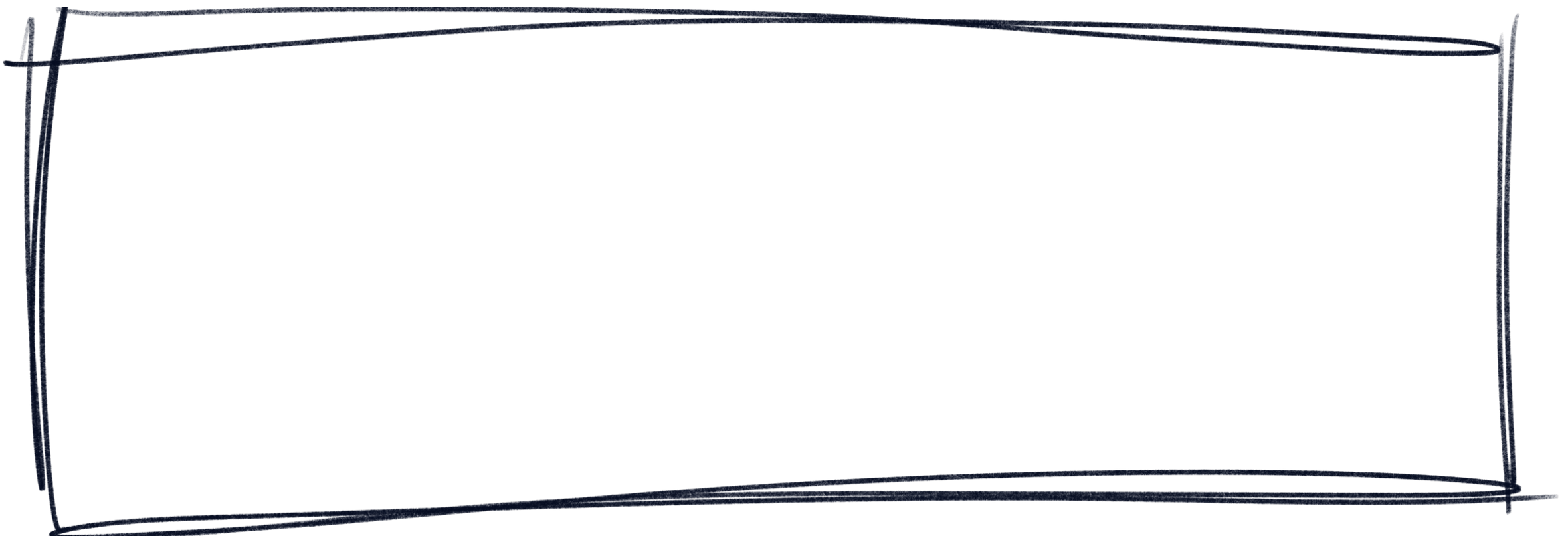
**Write down any economic or market assumptions.**

Interest rates? Supplier costs? TikTok still being legal?



**Create a Plan B for one risky assumption.**

E.g. If Facebook ads stop working, what's your next move?



**Date your assumptions!**

That way, when things change, you know what to revisit.

# CHAPTER 6: Set Some Sassy Goals – Objectives That Actually Mean Something

**Because “get more customers” isn’t a strategy – it’s a wish.**

## **Chapter Intro:**

Goals. Targets. KPIs. Whatever you call them, they usually end up scribbled on a Post-it and forgotten by February.

But not this time.

In this chapter, we’re getting intentional. That means setting marketing objectives that are realistic, relevant and ridiculously motivating — not just “grow social media” or “make money.” (I mean... yes, but how? And how much?)

## **Dawn’s Anecdote:**

One of my clients once told me her goal was “to go viral.” I asked what she wanted to happen after that. She blinked.

We reframed her goal to “generate 30 new enquiries per month through content that connects.” She didn’t go viral. But she hit her sales target in 3 months.

Goals don’t need to be sexy. They need to be strategic.

## **What This Chapter Covers:**

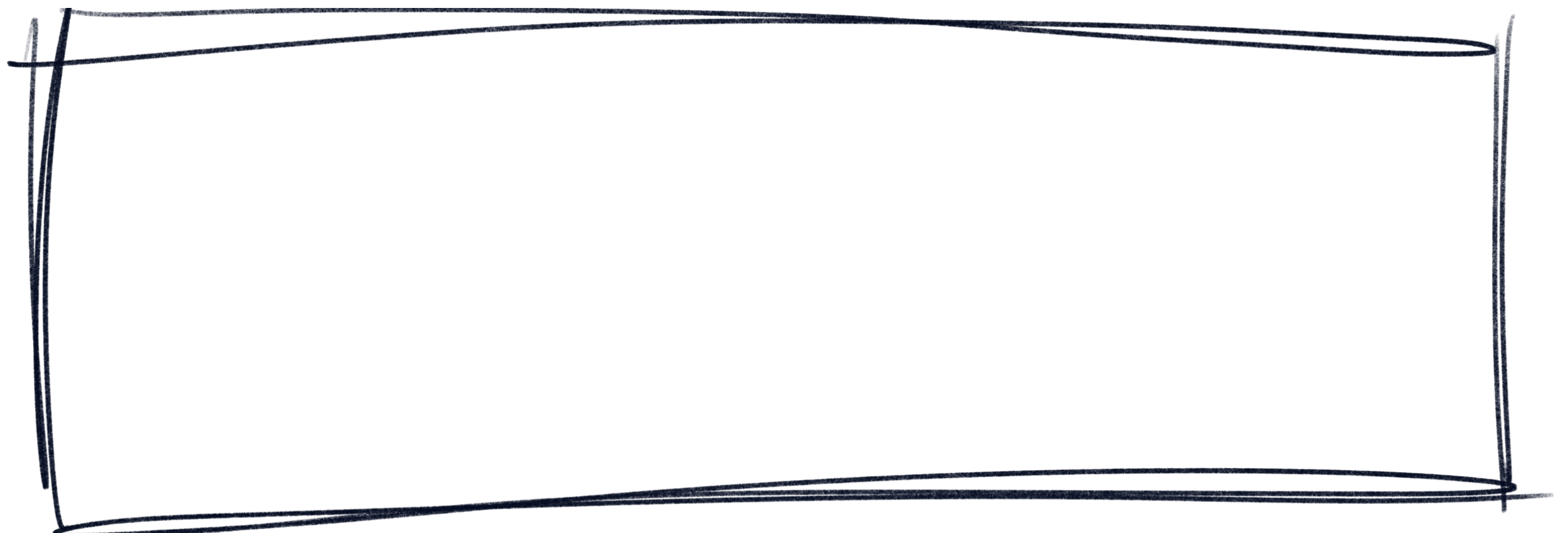
- Why vague goals kill good marketing
- How to use the SMART method without falling asleep
- How to make goals that actually drive decisions and focus

## **5 ACTION POINTS TO COMPLETE THIS CHAPTER:**

**Write one SMART goal for your business.**

(Specific, Measurable, Achievable, Relevant, Time-bound)

e.g. “Increase email subscribers by 20% by December.”



# CHAPTER 6: Set Some Sassy Goals – Objectives That Actually Mean Something

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

Break that goal down into 3 monthly mini-goals.

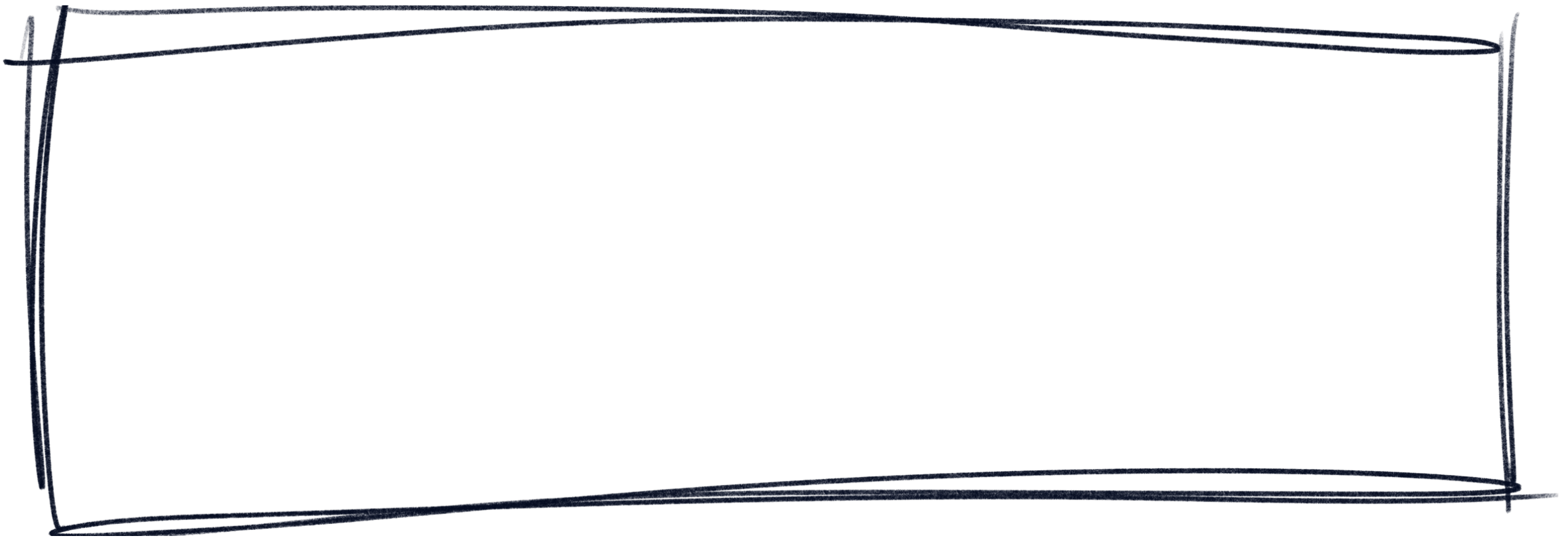
e.g. Grow list by 5% in July, 7% in August, 8% in September.

# CHAPTER 6: Set Some Sassy Goals – Objectives That Actually Mean Something

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

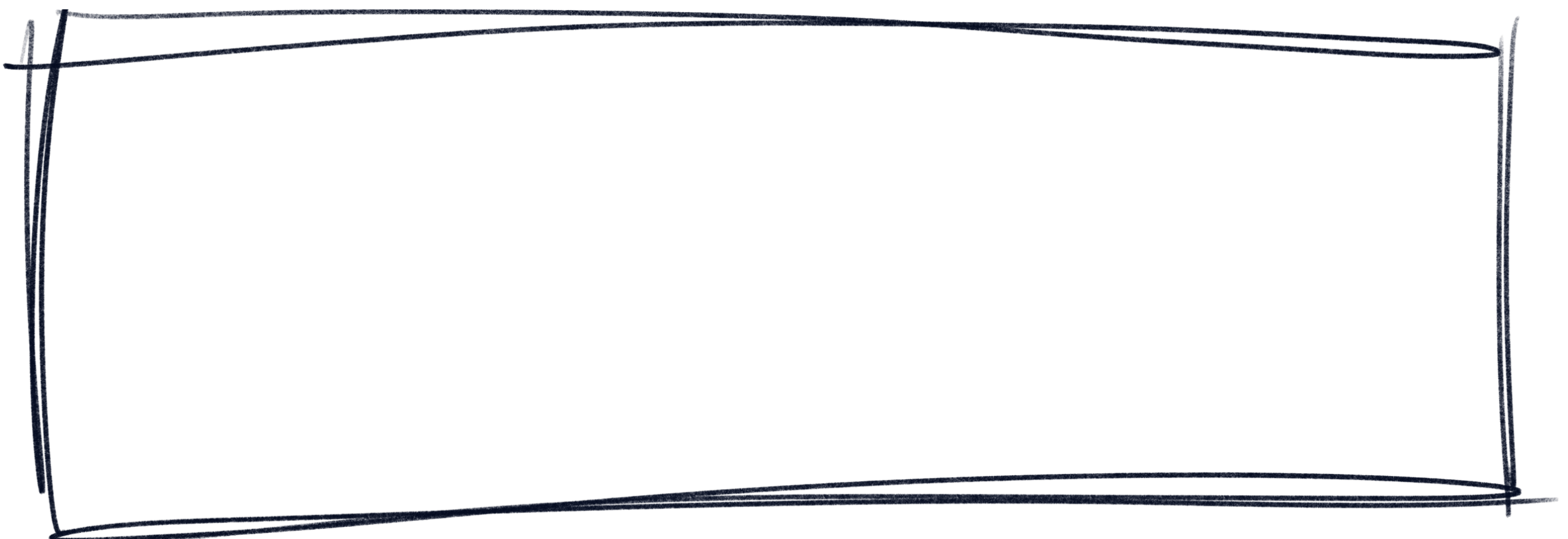
**Add a marketing goal that isn't about sales.**

E.g. "Increase brand awareness" or "Get 3 speaking gigs."



**Write one "confidence" goal.**

E.g. "Go live on LinkedIn once a month" or "Pitch myself to podcasts."



**Put your top 3 goals somewhere visible.**

Wallpaper, whiteboard, wallpaper on your phone. You choose. Just don't bury them in a Google Doc graveyard.

# CHAPTER 7: Strategy Without the Snooze Factor

## Let's make your marketing strategy more than just a fancy sentence.

### Chapter Intro:

"Strategy" sounds serious, doesn't it? Like something a boardroom full of people in grey suits would argue about over sandwiches.

But your marketing strategy isn't about sounding clever — it's about choosing the right direction and deciding how you're going to win. Whether you're a one-person powerhouse or a team of ten, this is where the rubber meets the road.

We're going to break your strategy down into clear sections that feel real and doable — and maybe even fun.

### Dawn's Anecdote:

One of my clients used to say, "Our strategy is 'do more marketing.'" That's not a strategy — that's a cry for help. After a proper planning session, we nailed a clear positioning statement, defined their dream clients, and built a strategy around being the friendly experts in their niche. Leads doubled. So did confidence. No buzzwords required.

### What This Chapter Covers:

Your overall marketing strategy broken down into bite-sized decisions:

- Who you serve
- How you're positioned
- What your brand stands for
- What you're selling, at what price, where, and how you'll shout about it

**This chapter follows the 7Ps of marketing — modernised, Love Marketing-style.**

### 1. Strategy Summary

Think of this as your north star. A one-paragraph description of how you'll achieve your marketing goals based on your SWOT, your ideal customers, and your vibe.

 **Prompt:** "Our strategy is to [what you'll do], for [your audience], by [how you'll deliver it]."

### 2. Target Market

Who are you really for? The more specific, the better.

- What niche do you serve?
- What problems do they face?
- How do they want to feel?

 Try: "We help [type of person] who [problem] by [solution]."

### 3. Positioning Statement

This is your secret sauce. What makes you stand out? Why would someone choose you over a competitor?

 Prompt: "Unlike other [your type of biz], we [unique difference]."

# CHAPTER 7: Strategy Without the Snooze Factor

## ♥ 4. Branding Strategy

Your brand isn't just your logo — it's how people feel about your business. Are you bold? Helpful? Luxe? Local? Funny? What do you want people to remember?

### Consider:

- Your tone of voice
- Your colours and imagery
- Your reputation and promises

## 📦 5. Product Strategy

What are you selling — and is it what your customer actually wants? Which products or services bring in the most revenue, and which ones are draining your time? Include:

- Bestsellers
- Packages
- Any offers you want to launch (or drop 🙄)

## 💰 6. Pricing Strategy

Are you charging what you're worth? How do your prices compare to the market — and does that reflect your positioning?

This isn't just numbers — it's about the message your price sends.

## 📍 7. Place / Distribution Strategy

Where do people buy from you? And where should they? Think physical location, online channels, platforms, stockists, partnerships.

## 📣 8. Promotion Strategy

This is the doing part. Ads? Socials? Networking? Email? PR?

### Map out:

- What channels you'll use
- How often
- What kind of content or message you'll share

## 🏠 9. Services Marketing: People, Process, Physical Evidence

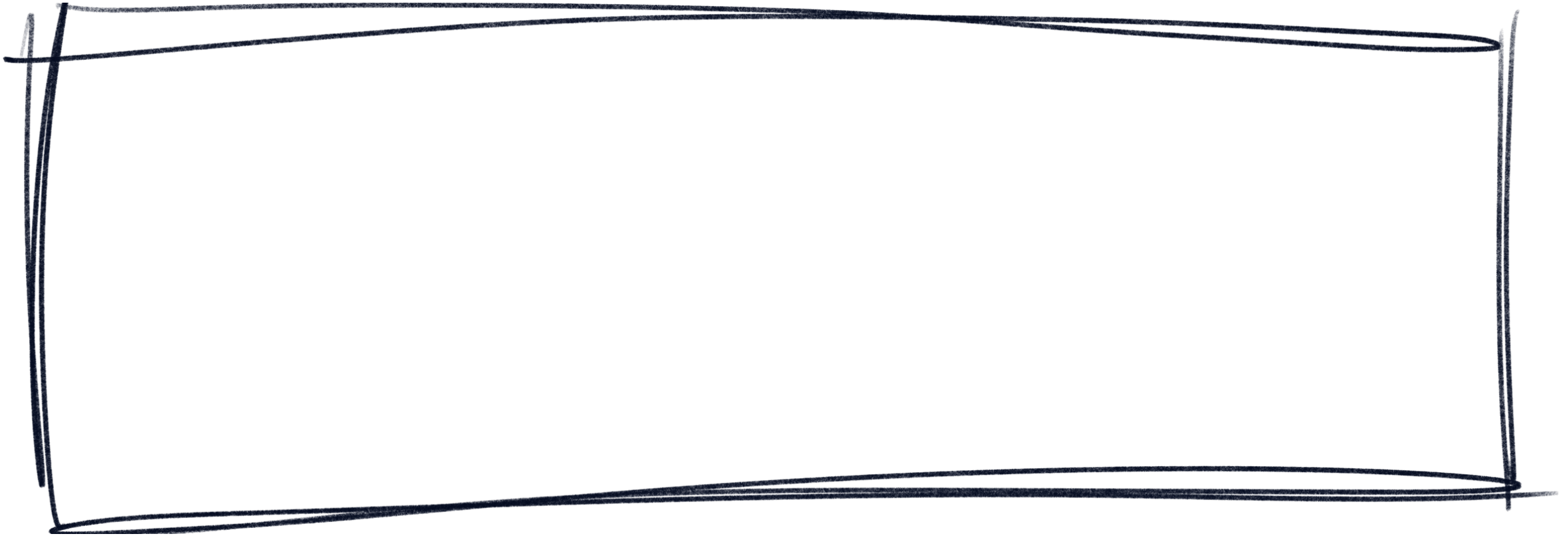
Especially relevant for service-based businesses:

- People: Who's delivering the experience?
- Process: Is your customer journey smooth or... squeaky?
- Physical Evidence: What do people see? Website, emails, packaging, uniforms, downloads?

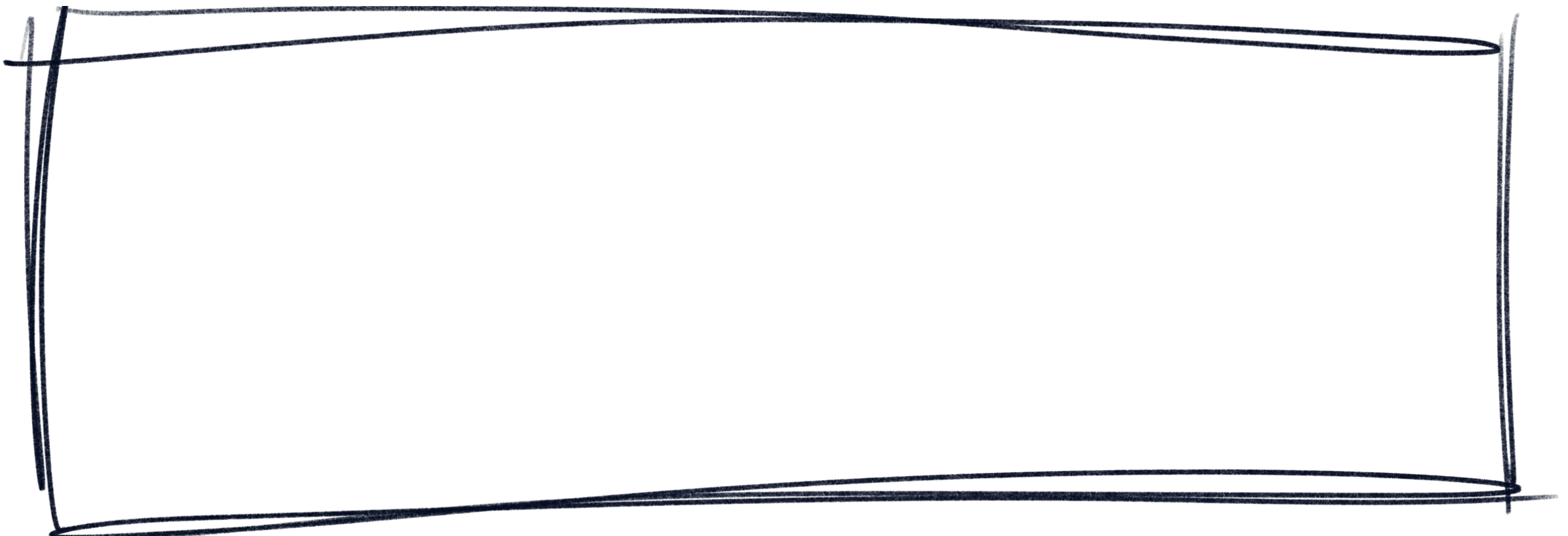
# CHAPTER 7: Strategy Without the Snooze Factor

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

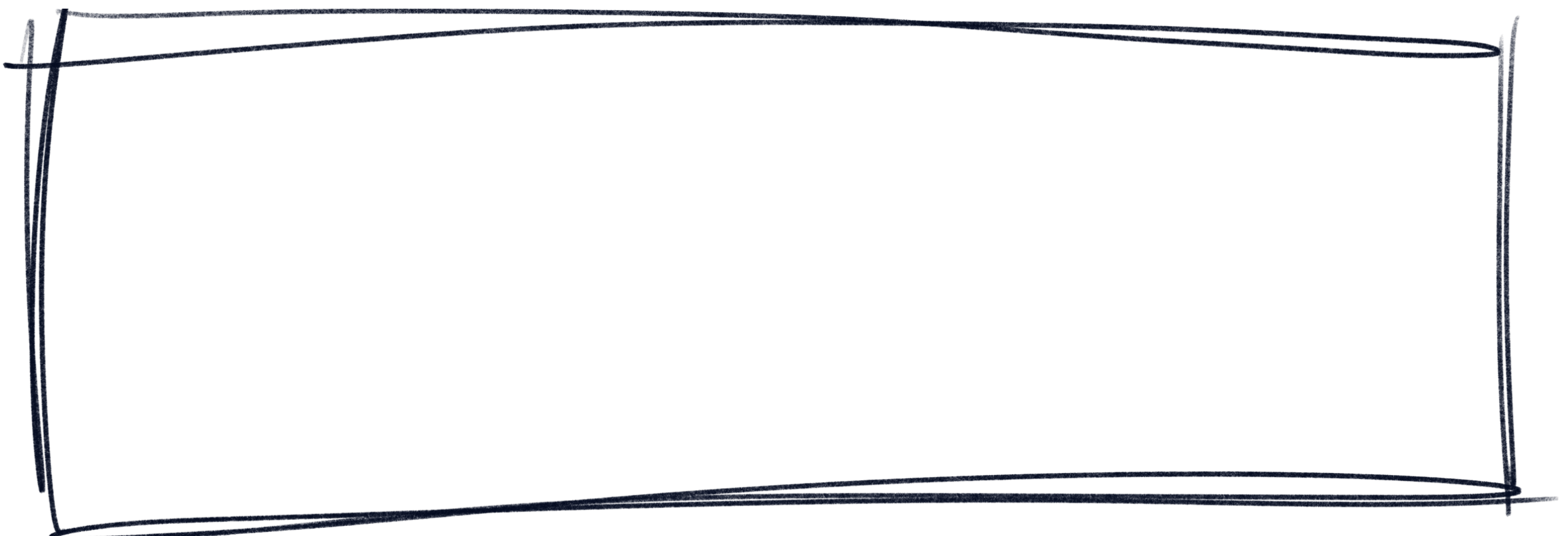
**Write your 1–2 sentence overall strategy statement.**  
Keep it simple, human, and clear.



**Define your dream customer in 3 bullet points.**  
Who are they, what do they need, and how do you help?



**Write one sentence that sets your business apart.**  
Hint: it's probably not "great customer service."

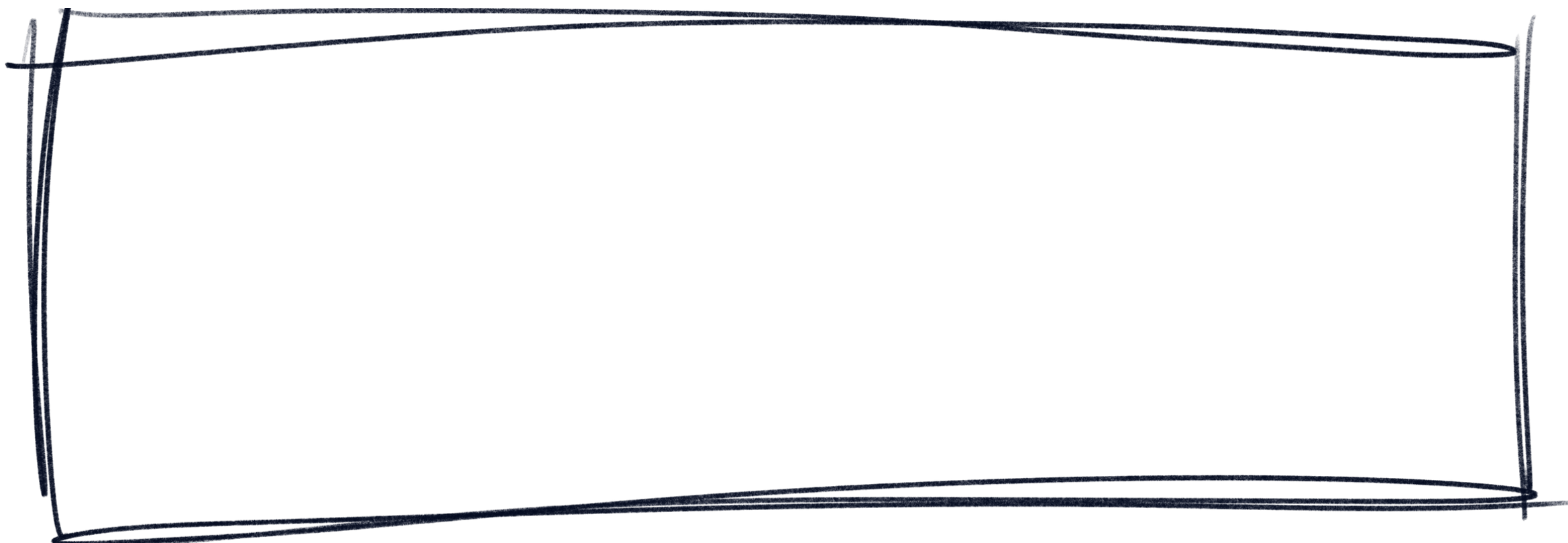


# CHAPTER 7: Strategy Without the Snooze Factor

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

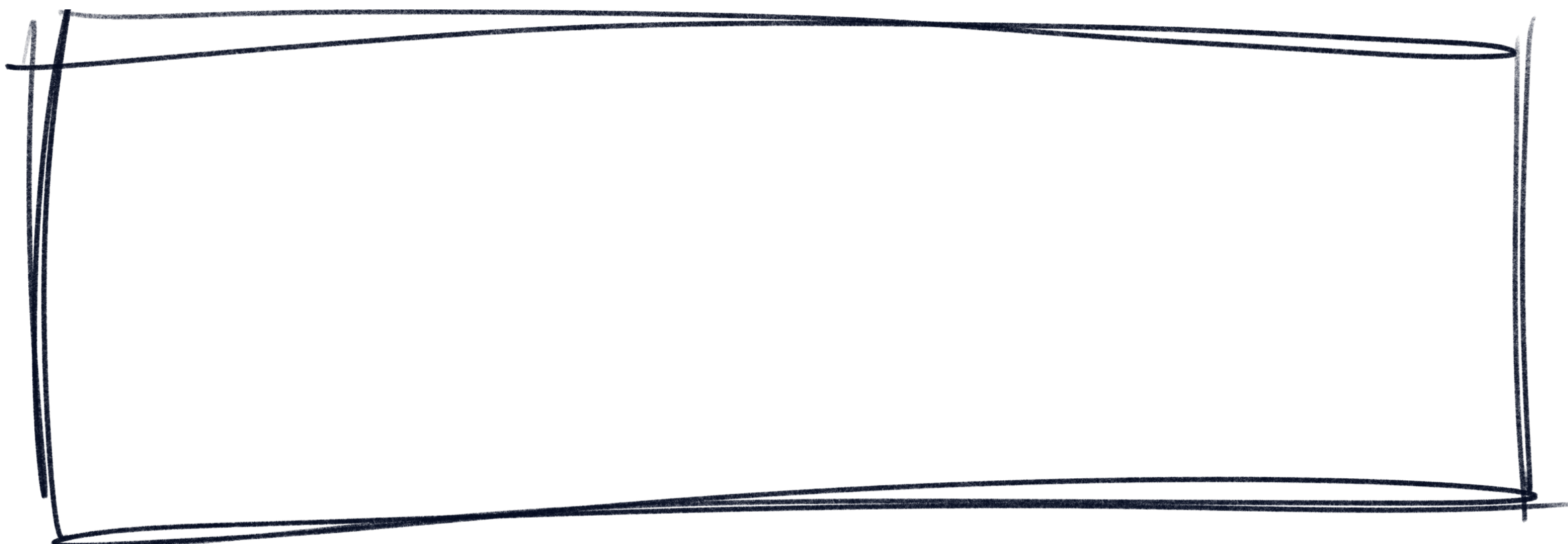
**Review your product list.**

Circle what's working. Cross out what's not.



**Pick 3 marketing channels to focus on first.**

Don't try to be everywhere. Choose where your audience actually is.



# CHAPTER 8: Your Marketing Mix, Unboxed

**Because your business deserves more than a random assortment of tactics.**

## Chapter Intro:

Welcome to the part where everything clicks. This is where your strategy becomes a series of actual, do-able decisions — aka your marketing mix.

Forget scribbling “do social media” on your to-do list. This chapter breaks down the classic 7Ps (don’t worry, we’ll make them sexy) and turns them into a working plan for your business.

## Dawn’s Anecdote:

I once had a client with the most beautiful product — but they were pricing it like a discount bin item, promoting it once a month, and wondering why sales were flat.

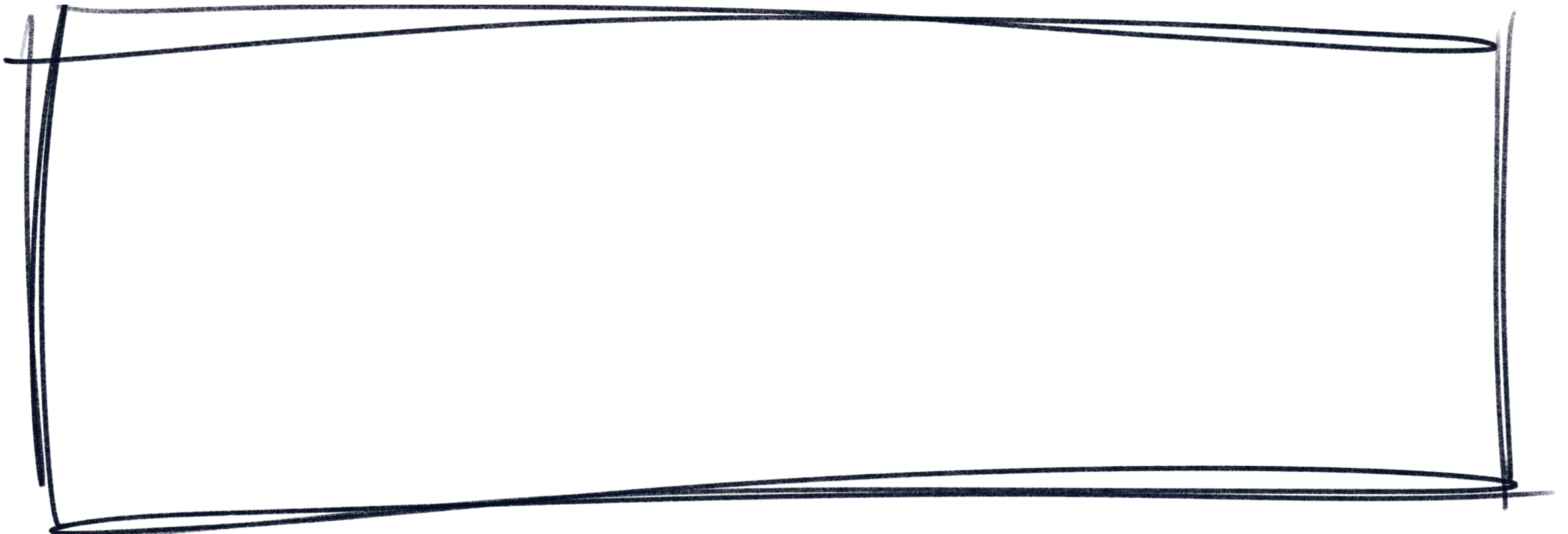
We reworked their mix: repositioned the price, updated the brand vibe, and built a “tiny but mighty” promo plan. The result? Sales tripled, and their confidence followed.

Moral of the story: if one of your Ps is out of whack, it throws off the whole mix. But fix the right ones, and magic happens.

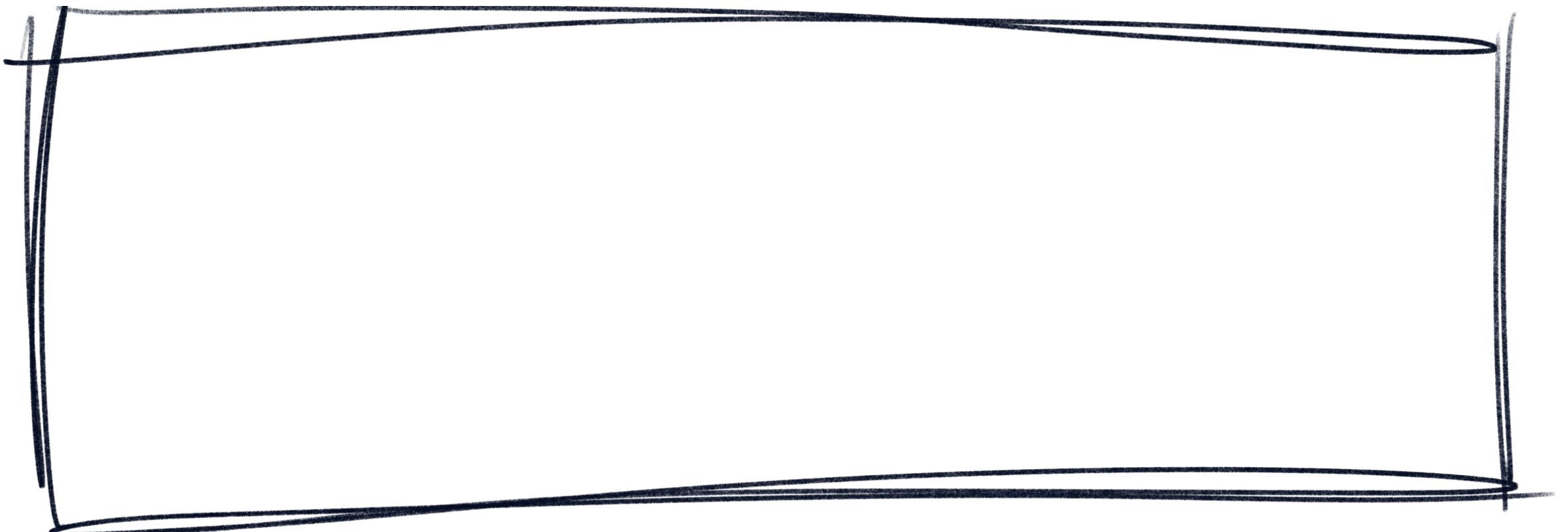
## The 7Ps – Unwrapped and Explained:

### 1. Product

- What are you actually selling?



- Why does your customer want it?



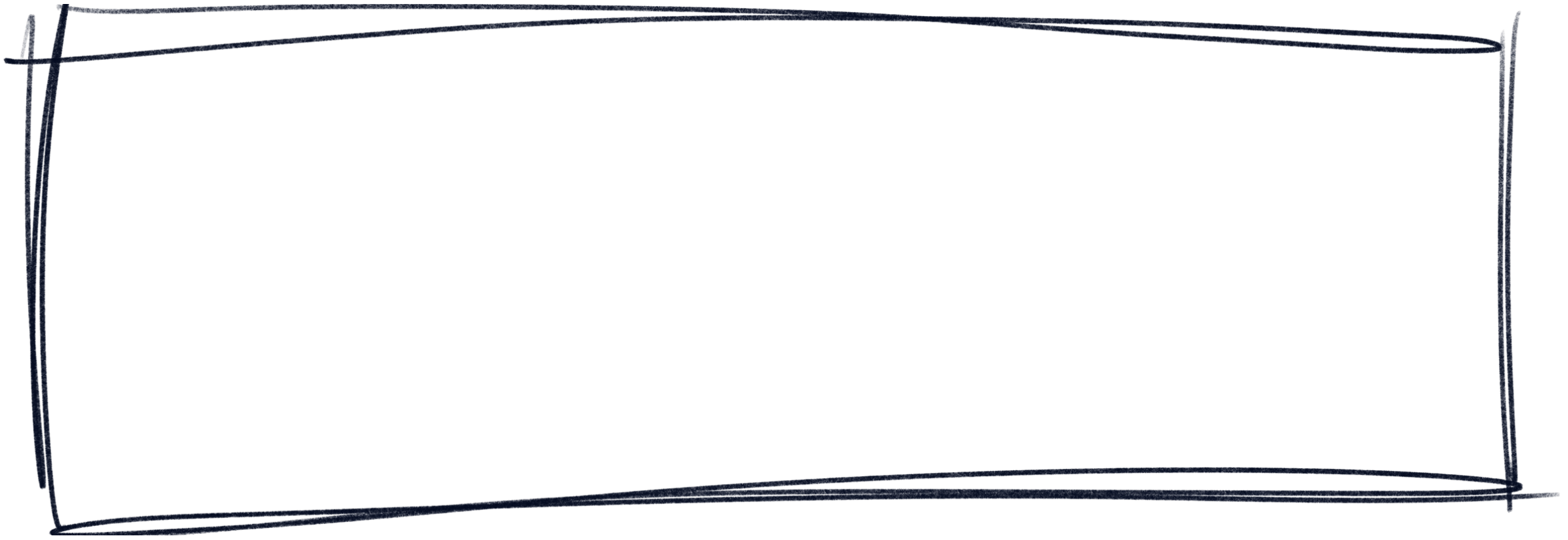
# CHAPTER 8: Your Marketing Mix, Unboxed

## The 7Ps – Unwrapped and Explained:

### 1. Product

- What makes it stand out?

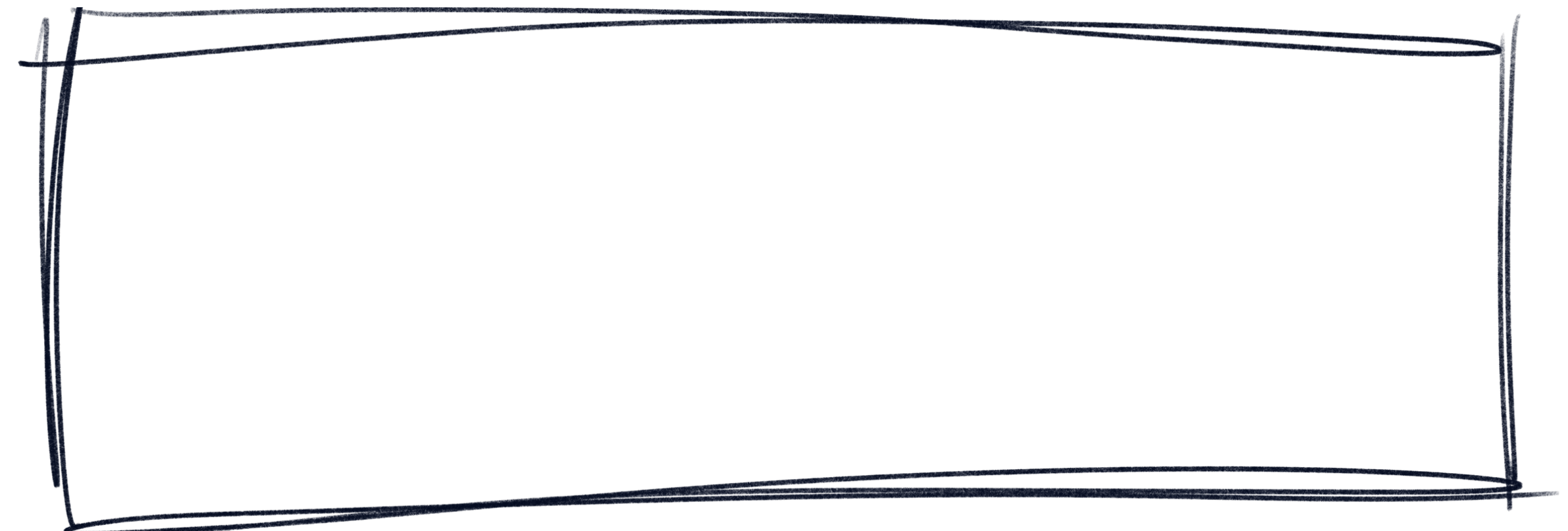
 **Action tip:** List your core offers and one product or service you should retire (but haven't yet).



### 2. Price

- Does your pricing reflect your value and your audience?
- Are you undercharging because of fear or “market rates”

 **Action tip:** Compare your pricing to 3 competitors. Are you priced for profit or panic?



### 3. Place

- Where can people buy from you? Online? In-person? Platforms?
- Are your current channels easy to use and find?

 **Action tip:** Map out your sales journey. How many clicks from discovery to purchase?



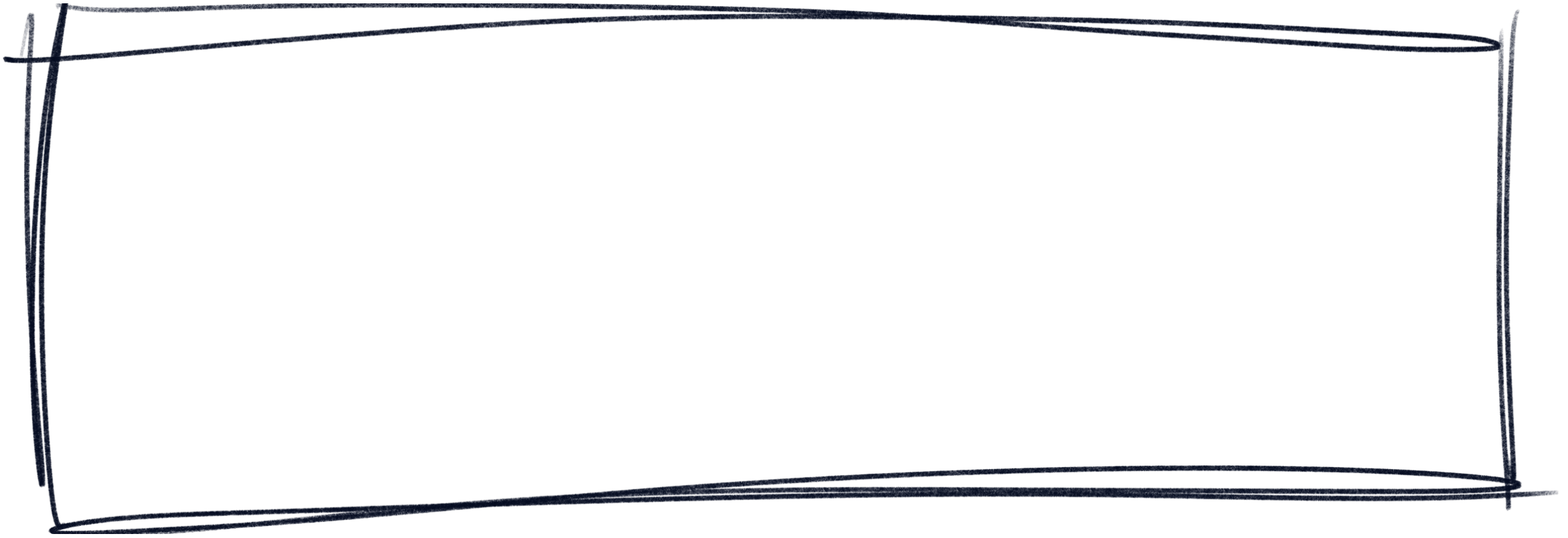
# CHAPTER 8: Your Marketing Mix, Unboxed

## The 7Ps – Unwrapped and Explained:

### 4. Promotion

- What methods are you using to get attention?
- Are you consistent or a bit... sporadic?

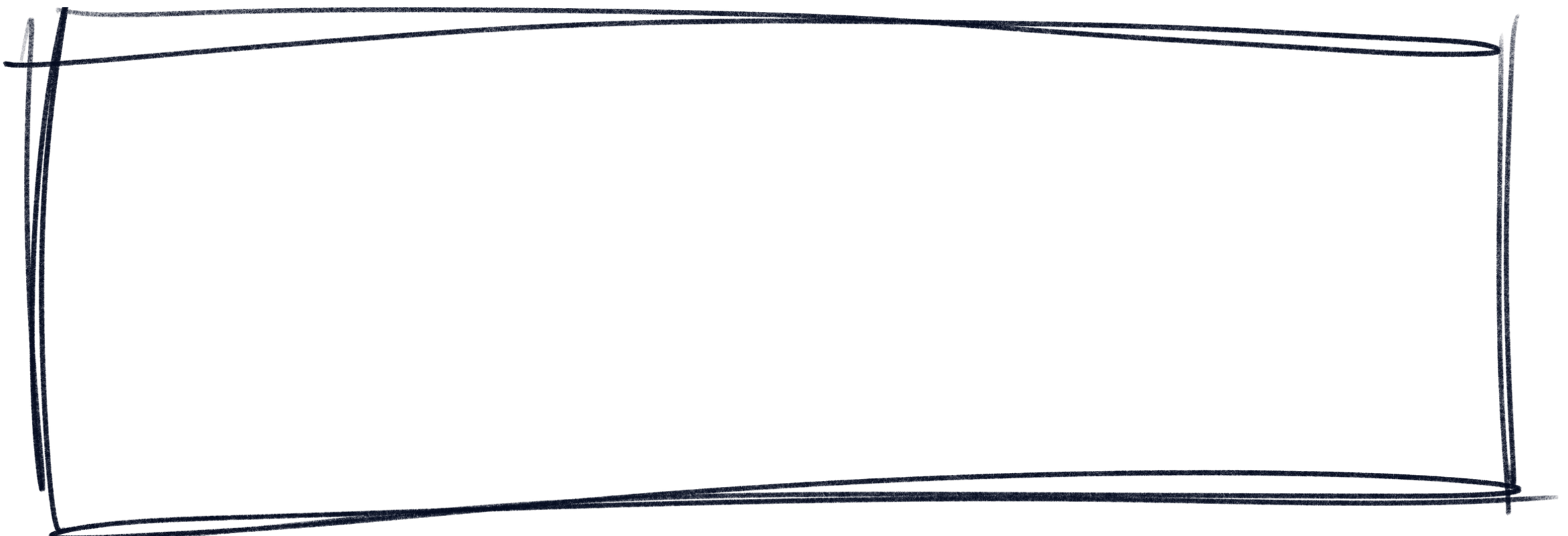
 **Action tip:** Pick 2-3 promo channels to go deep, not wide — and create a simple monthly calendar.



### 5. People

- Who's delivering the customer experience? (Even if it's just you!)
- Are they trained, friendly, on-brand?

 **Action tip:** Ask a friend to mystery shop your business. What's the vibe?



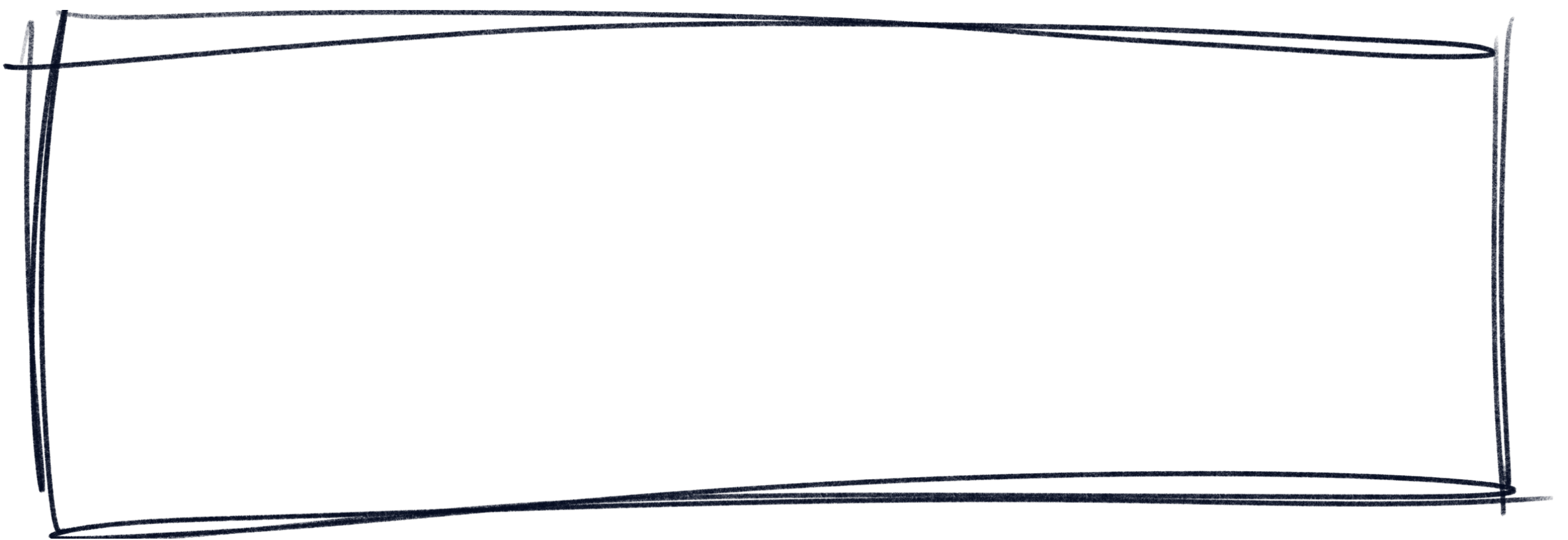
# CHAPTER 8: Your Marketing Mix, Unboxed

## The 7Ps – Unwrapped and Explained:

### 6. Process

- What happens from enquiry to delivery? Is it smooth, automated, repeatable?

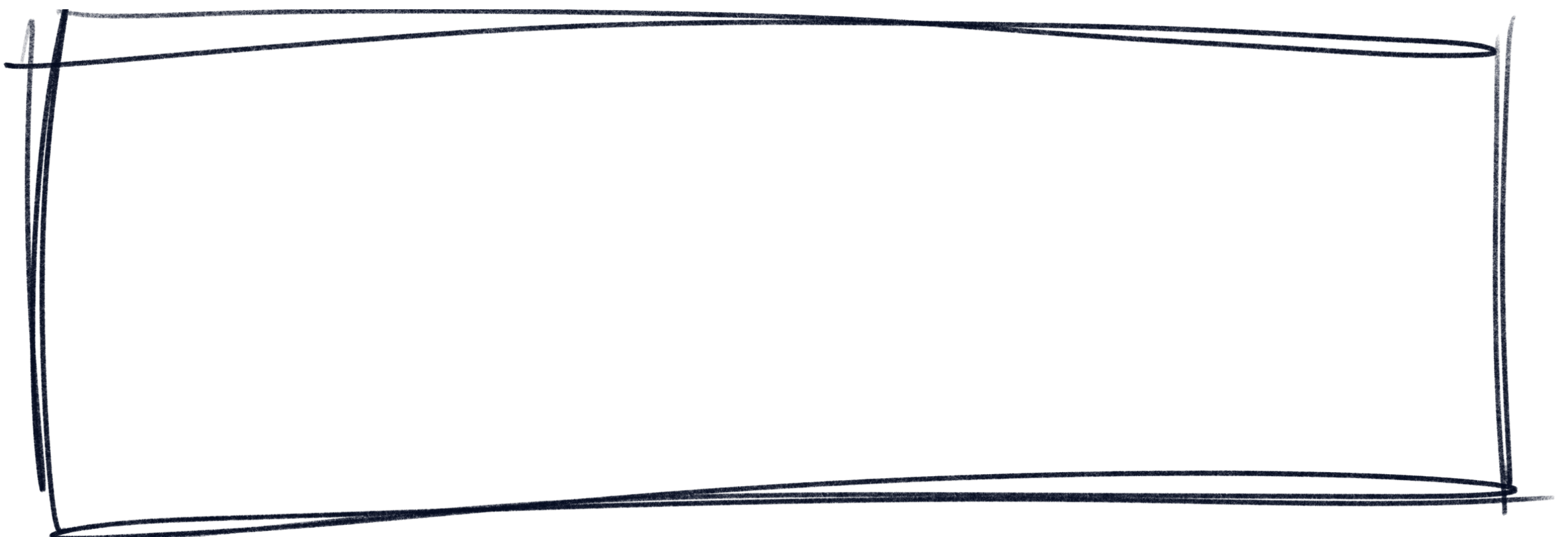
 **Action tip:** Write out your customer journey from their point of view. Where are the friction points?



### 7. Physical Evidence

- What does your brand look like online and offline?
- Does your website, email tone, Insta feed, or premises reflect your values?

 **Action tip:** Screenshot 3 customer-facing touchpoints and ask: “Would I buy from me?”

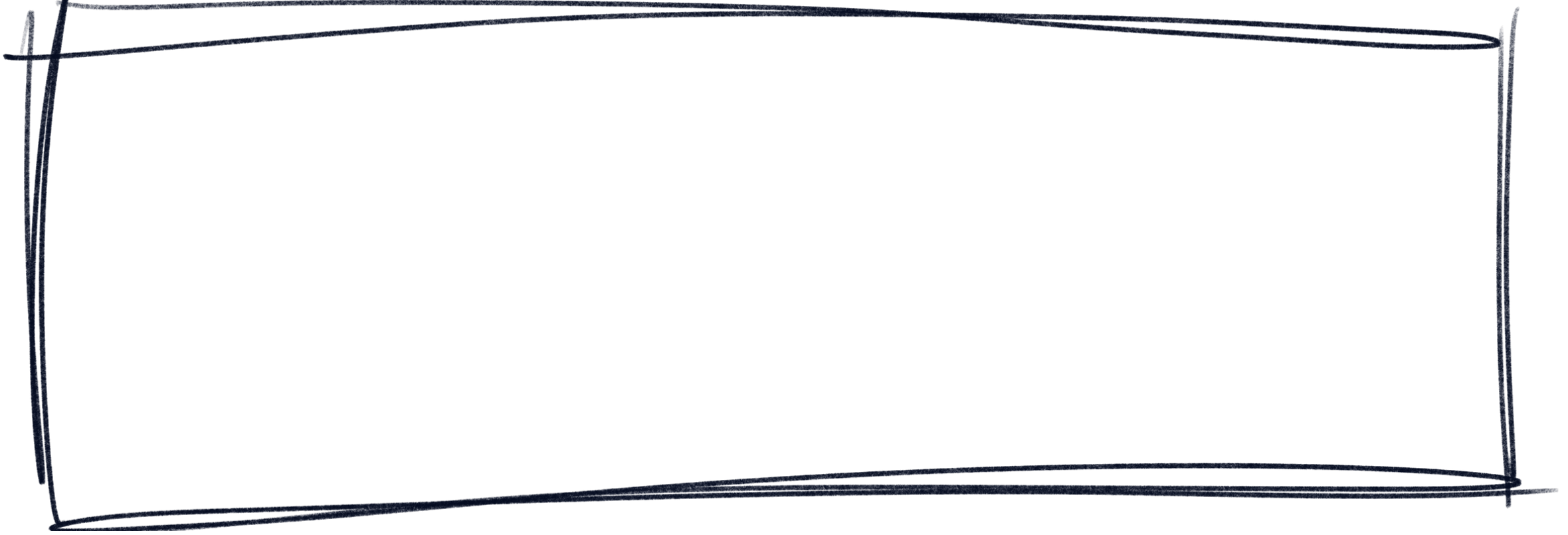


# CHAPTER 8: Your Marketing Mix, Unboxed

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

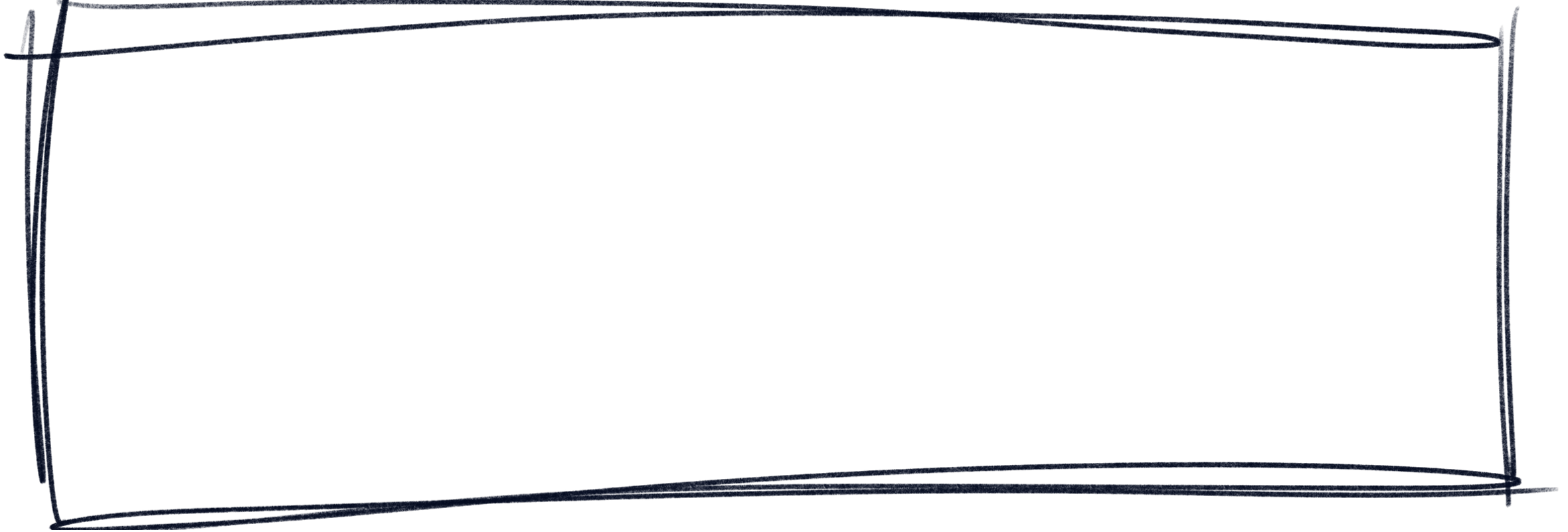
**Audit your 7Ps.**

Score each one out of 10 — which need love, which are solid?



**Pick 1 P to prioritise this month.**

Start with what will make the biggest difference fast.



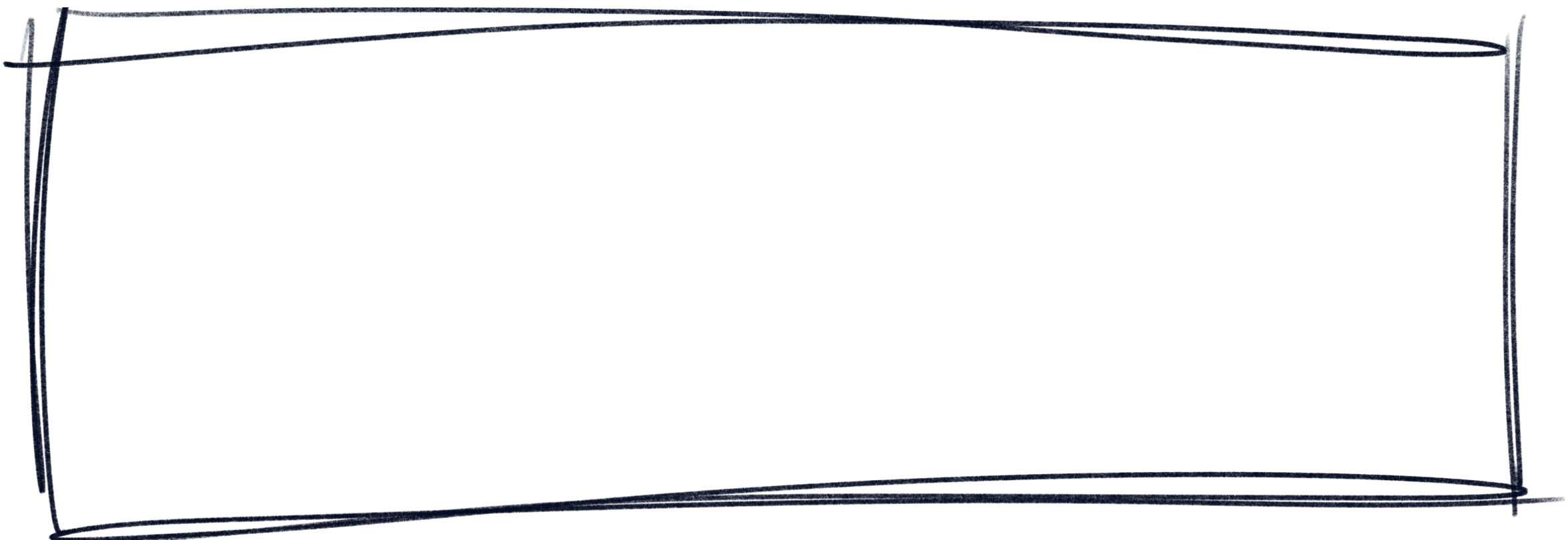
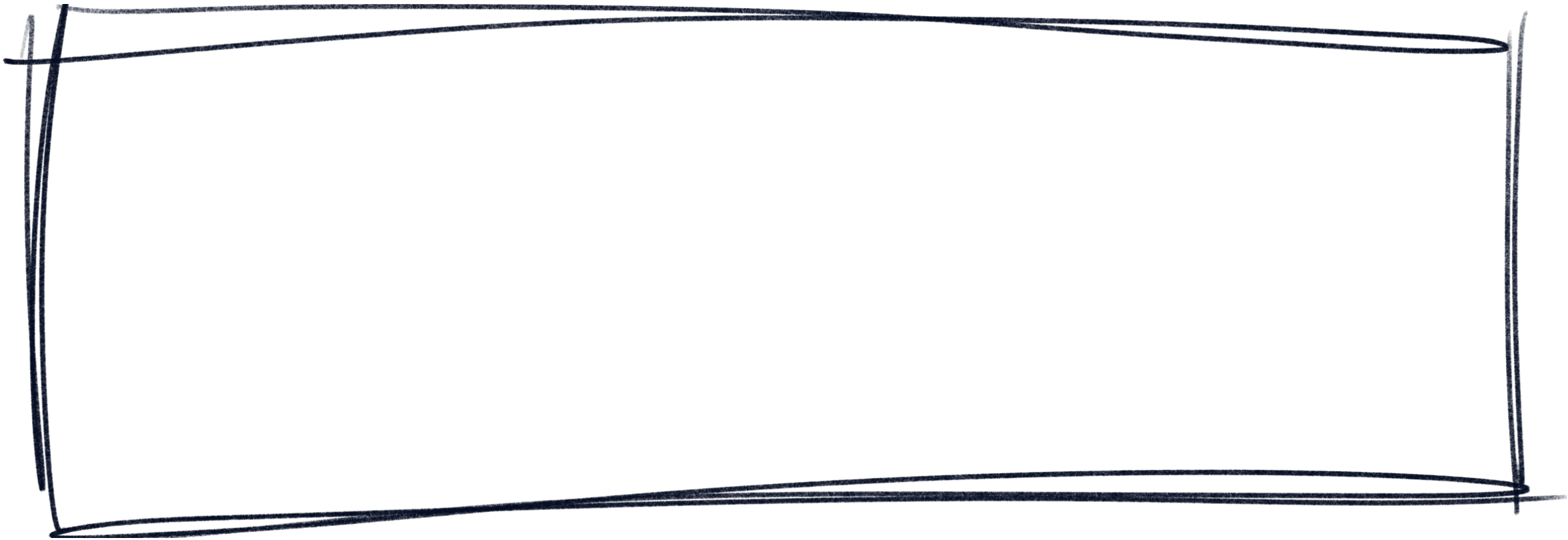
**Draft a one-liner for each P to keep your mix clear and focused.**



# CHAPTER 8: Your Marketing Mix, Unboxed

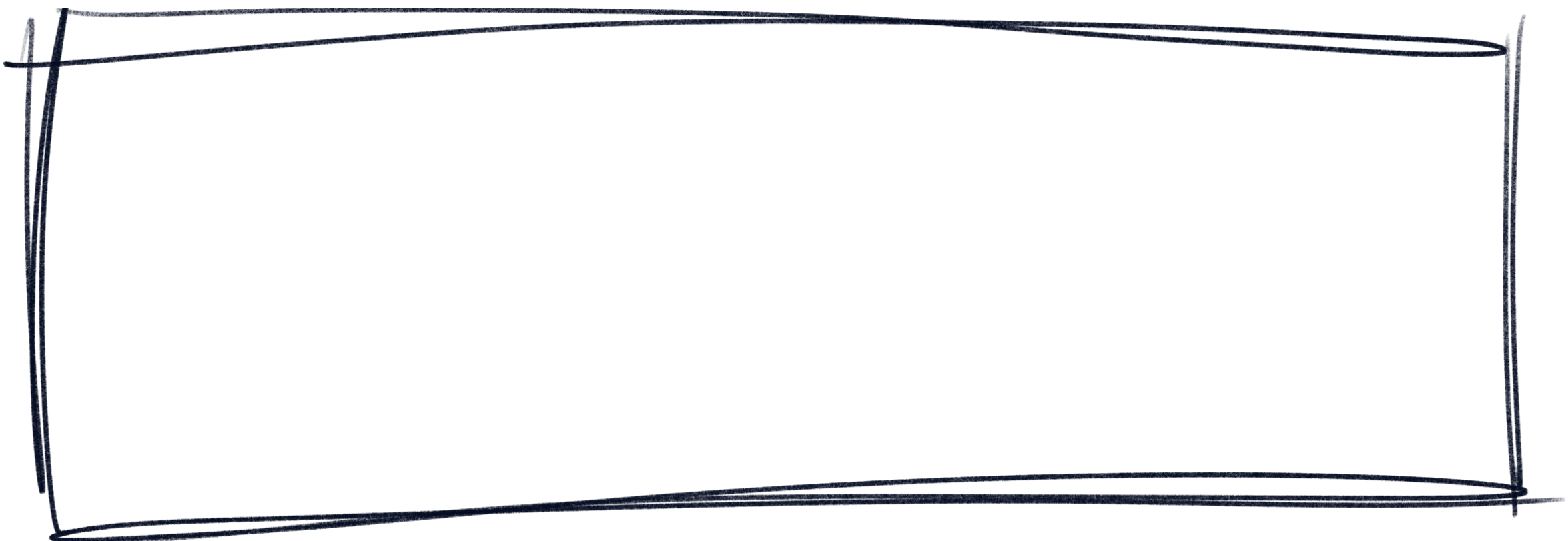
## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

Ask 2 people to give honest feedback on one area (e.g. pricing, website, process).



**Celebrate 1 P you're already smashing.**

Wins matter — give yourself a little smug moment.



# CHAPTER 9: Budget Like a Boss

## Because “just wing it” is not a sustainable financial strategy.

### Chapter Intro:

Let's be honest — most small business owners don't create a marketing budget. Either they feel like they can't afford it, don't know where to start, or are worried it'll tell them something they don't want to hear (like, “Stop boosting Facebook posts for £7.42 at 11pm”).

But a budget isn't about restriction. It's about making smart choices, tracking what works, and avoiding the “I spent HOW much?!” panic at year-end.

### Dawn's Anecdote:

A client once told me, “I just do marketing when I have cash left over.” Spoiler: there was never cash left over.

We flipped the script. She gave herself a modest monthly budget (£250 to start), tracked what worked, and reinvested only in the channels that brought leads. Within 3 months, that budget paid for itself. Twice.

### What This Chapter Covers:

- How to plan a realistic marketing budget (even if it's small)
- Where to spend, where to save, and what to track
- The Mini Plan — your one-year marketing roadmap
- Contingency thinking (because life happens)

## How to Start Budgeting Without Crying:

### 1. Look at what you've spent before.

Where did the money actually go? Ads? Canva Pro? Courses? Cold coffee meetings?

### 2. Group your spending.

Put spend into categories like:

- Advertising (Facebook, Google, print)
- Content creation (photography, design tools)
- Events/PR (networking, launch costs)
- Software (email platforms, schedulers)

### 3. Set a monthly (or quarterly) limit.

This could be £50, £500 or £5,000. The point is: decide in advance where that money will go.

### 4. Plan your time investment too.

Budgeting isn't just about money — it's also how much time you're willing to spend (or outsource).

# CHAPTER 9: Budget Like a Boss

## The Mini Plan – Your One-Year Operational Map

1. This is where your strategy becomes your schedule.

Each month should include:

- Your marketing objectives
- Your key actions
- Your budgeted spend
- Any external help you need
- A quick review checkpoint at the end

 **Top Tip:** Use a spreadsheet or wall planner to see the big picture at a glance. Colour-code by theme or platform. Make it as visual as your brain needs.

### Contingency Planning (aka “What if...?”)

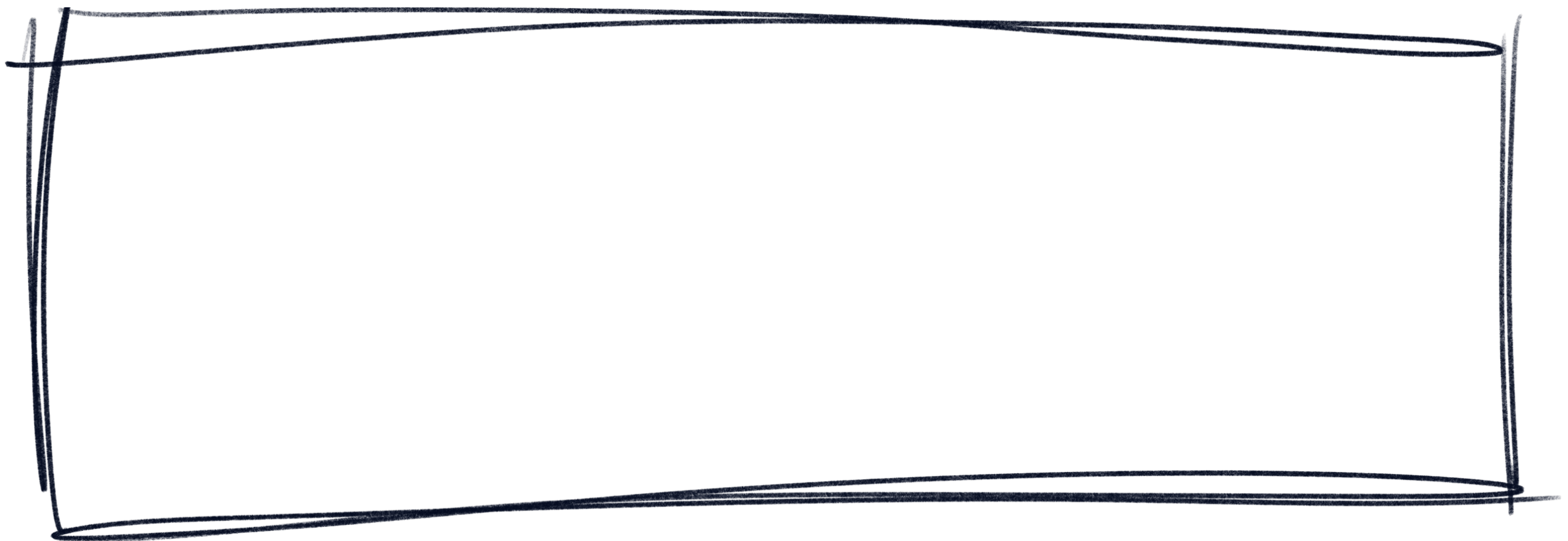
What will you do if:

- Your biggest lead source dries up?
- Your budget needs to shrink?
- You launch a new offer and it flops?

Write Plan B options for high-risk areas. It'll reduce panic, promise.

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

Calculate your average monthly marketing spend for the last 3 months.  
Surprised? Delighted? Horrified? Good.



# CHAPTER 9: Budget Like a Boss

## 5 ACTION POINTS TO COMPLETE THIS CHAPTER:

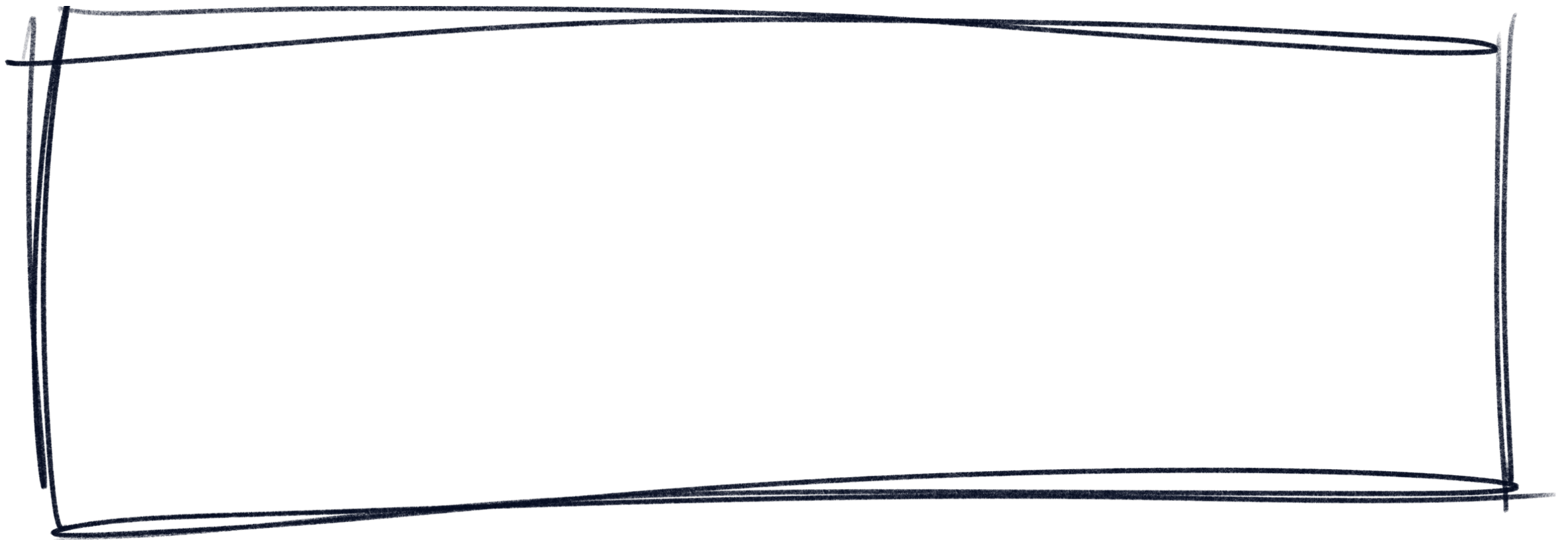
**Set a monthly budget moving forward.**

Doesn't matter how small — just make it intentional.

**Monthly Budget: £**

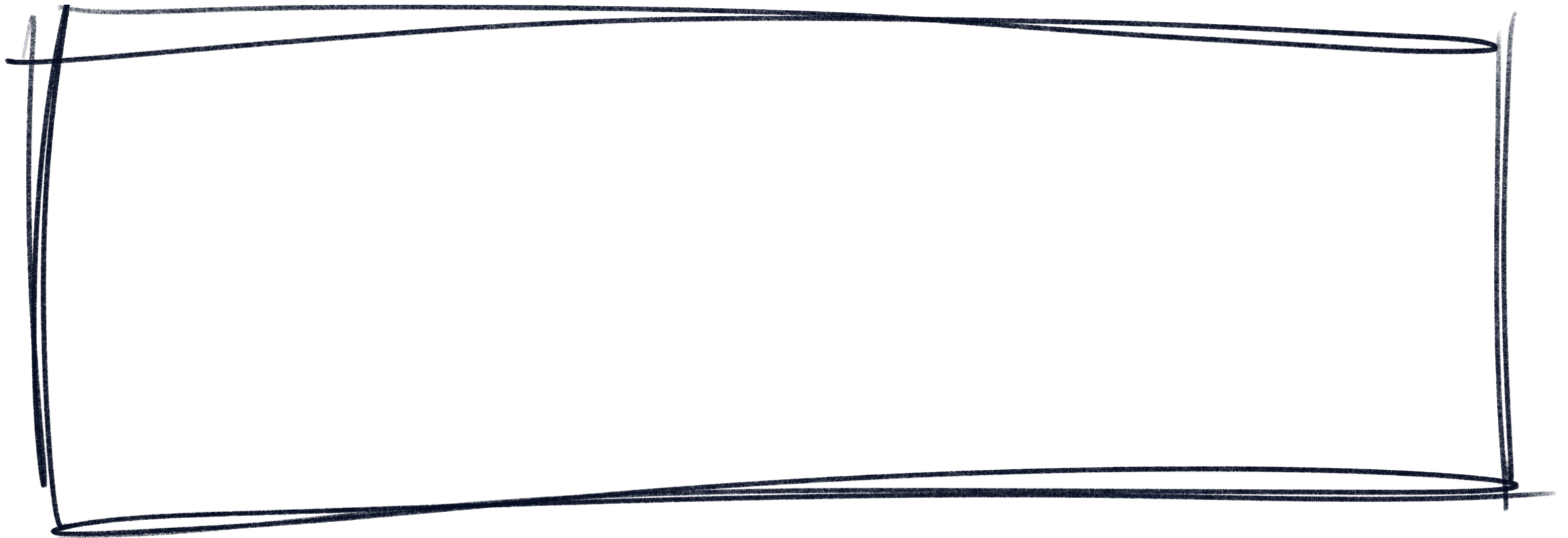
**Choose 2–3 categories to allocate budget to.**

E.g. 40% on ads, 30% on content, 30% on tools.

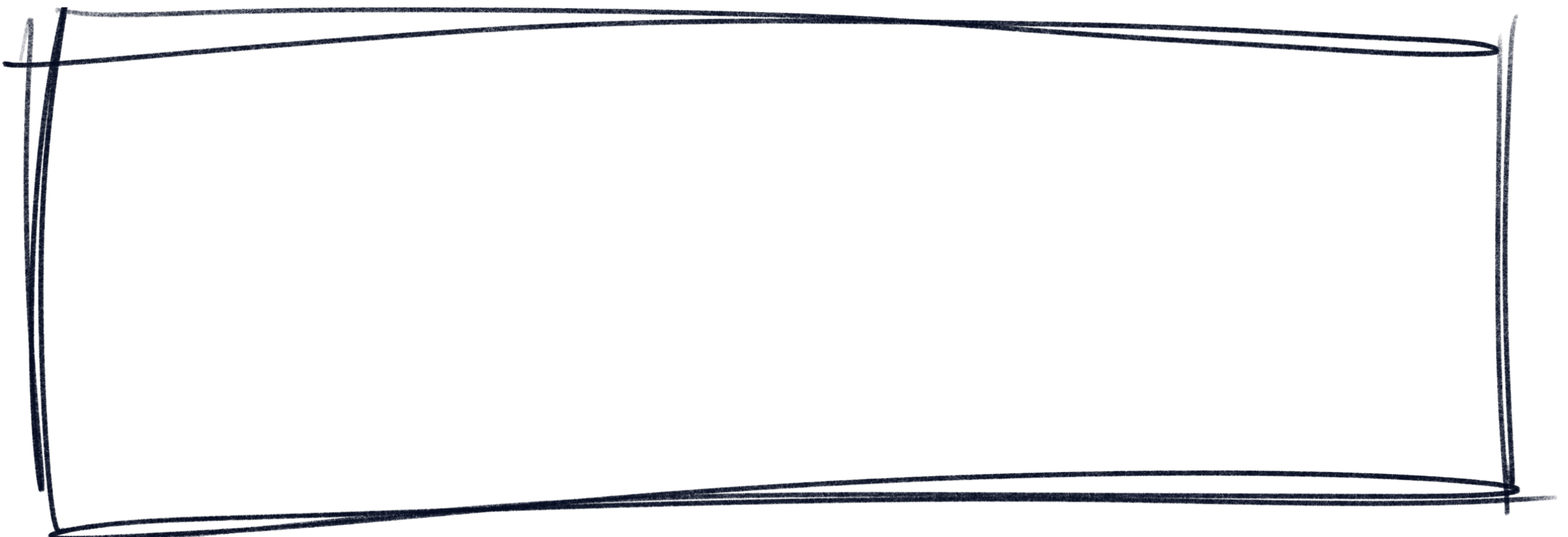
A large, hand-drawn rectangular box with a double-line border, intended for writing the monthly budget and budget allocation categories.

**Map out 3 key campaigns or goals for the next quarter.**

Assign estimated time + money to each.

A large, hand-drawn rectangular box with a double-line border, intended for mapping out 3 key campaigns or goals for the next quarter.

**Write down one Plan B for a key channel or offer — just in case.**

A large, hand-drawn rectangular box with a double-line border, intended for writing down one Plan B for a key channel or offer.

# CHAPTER 10: Bring It All Together

**Congratulations! You now have a strategy, a plan, and probably a favourite post-it colour.**

## **Chapter Intro:**

You've done it — you've wrestled your marketing strategy into submission. You've got goals, a strategy, a budget, and a plan that's more than just "panic-post on Instagram when you remember."

Now it's time to tie it all up, make it real, and put it somewhere you can actually use it — not just file away under "things I once meant to finish."

## **Dawn's Anecdote:**

One client of mine said, "I've written about 4 marketing plans in my life... and used none of them." That's because they were huge, soulless documents designed to impress someone else.

The one we built together? She printed it, stuck it to her office wall, and used it every week to check her focus. Her sales? Up. Her stress? Down.

Moral: A marketing plan you use is better than a perfect one you ignore.

## **What This Chapter Covers:**

- How to use your plan in real life
- Turning each chapter into a working toolkit
- Building a monthly or weekly review habit
- Staying flexible without flying by the seat of your pants

## **Your Final Marketing Strategy Checklist:**

**Here's what you should now have written or mapped out:**

- ✓ A clear mission and purpose
- ✓ Your current market position
- ✓ Understanding of your industry and trends
- ✓ SWOT analysis + competitor review
- ✓ Key assumptions + Plan Bs
- ✓ Clear, SMART goals
- ✓ A solid, bite-size strategy
- ✓ Your marketing mix (7Ps)
- ✓ A realistic budget and mini plan
- ✓ Contingency ideas for when life happens

**Stick this somewhere visible. Or use it to judge future "opportunities"** — if it doesn't align with the plan, it's probably a shiny distraction.

# CHAPTER 10: Bring It All Together

## Staying on Track

**A plan isn't a tattoo — it's allowed to evolve.**

- Review monthly: What worked? What didn't?
- Tweak quarterly: Shift tactics, test new things
- Reflect annually: Are your goals still your goals?

**This isn't about getting it perfect. It's about staying intentional.**

 **Worksheets & Notes Section (included at the end):**

- Fill-in-the-blank strategy pages
- Monthly planner template
- Goal tracker
- Budget tracker
- Notes pages with prompts
- Resource links (CIM, HubSpot, Canva, etc.)

## 5 FINAL ACTION POINTS

**Schedule 30 minutes next week** to review what you've created. Treat it like a meeting with the boss. (You.)

**Pick 1 priority project or campaign** from your plan — and start it now. Don't wait for January.

**Share your plan (or even just your goals)** with a business buddy or coach. Accountability works wonders.

**Create a "marketing wins" list.** Celebrate what goes well. Motivation is a strategy too.

**Revisit this guide in 3 months.** Make changes. Add notes. Make it yours.

# PLAN IT LIKE A PRO

The Ultimate Guide to Writing a Marketing Strategy



**DAWN SPENDLOVE**