

MARKETING & SALES WORKSHEET

MARKETING FUNNEL

How Would You Build Brand Awareness?

- ☐ Organic social media.
- ☐ Paid social media.
- ☐ Word of mouth.
- ☐ Print magazine / Radio.
- ☐ Influencers blog and social media.
- ☐ Events.
- ☐ Podcast.
- ☐ Others. _____

How Would You Build Interest?

- ☐ Blog content and educational resources.
- ☐ Create social media buzz.
- ☐ Webinar/Events.

- ☐ Offer discounts.
- ☐ Offer free training / Free samples.
- ☐ Others. _____

How Can Your Customers Buy Your Products?

- ☐ I have a retail store. - Address: _____
- ☐ I have an online store. - www. _____
- ☐ Omni channel. [Retail + Online store]
- ☐ Mobile app. Name: _____
- ☐ I sell in a marketplace. [] Amazon [] Etsy [] Ebay [Other] _____
- ☐ I have a truck. Location: _____
- ☐ I have a pop shop. - Address: _____
- ☐ Boutiques and small retails. Name: _____/_____/_____
- ☐ Big box retails. Name: _____/_____/_____/_____
- ☐ Others. _____

BRAND POSITIONING & PRICING

How Would You Position Your Brand In The Marketplace?

- ☐ High-end luxury brand.
- ☐ Lifestyle brand.
- ☐ Functional brand.
- ☐ Low-end commodity brand.
- ☐ High-quality affordable price brand.

Examples of similar brands to my brand are: _____/_____/_____/_____

What Is Your Business Model?

- ☐ Products bundling.
- ☐ Products unbundling
- ☐ Subscription.
- ☐ Freemium.
- ☐ Others. _____

What Is Your Pricing Strategy?

- SINGLE PRODUCT PRICING STRATEGY.**

Products	Cost Per Unit	Wholesale Price	Your Retail Price	Your Profit	Discounted Price	Competitor 1 - Retail Price	Competitor 2 - Retail Price
Product 1	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____
Product 2	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____
Product 3	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____
Product 4	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____
Product 5	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____

- PRODUCTS BUNDLING PRICING STRATEGY.**

Products	Single Offer Price	Cross-sell/Up-sell/Bundling Option 1	Option 1 Price	Cross-sell/Up-sell/Bundling Option 2	Option 2 Price
Product 1	\$_____	1. 2. 3.	\$_____	1. 2. 3.	\$_____
Product 2	\$_____	1. 2. 3.	\$_____	1. 2. 3.	\$_____
Product 3	\$_____	1. 2. 3.	\$_____	1. 2. 3.	\$_____
Product 4	\$_____	1. 2. 3.	\$_____	1. 2. 3.	\$_____
Product 5	\$_____	1. 2. 3.	\$_____	1. 2. 3.	\$_____

• **SUBSCRIPTION-BASED PRICING STRATEGY.**

1 - [] Ongoing Shipment Membership Subscription.

Subscription Fee: \$_____/Monthly. - You Profit:_____/Monthly
My customers will receive the following items on monthly bases:

1. _____
2. _____
3. _____
4. _____
5. _____

2- [] Content Upgrade Subscription Plans.

Products	Plan 1 - Basic	Plan 2 - Mid	Plan 3 - Advanced
Features & Benefits √. Included ×. Excluded	1. _____	1. _____	1. _____
	2. _____	2. _____	2. _____
	3. _____	3. _____	3. _____
	4. _____	4. _____	4. _____
	5. _____	5. _____	5. _____
	6.....	6. _____	6. _____
	7.....	7. _____	7. _____
	8.....	8. _____	8. _____
	9.....	9.....	9. _____
	10.....	10.....	10. _____

Products	Plan 1 - Basic	Plan 2 - Mid	Plan 3 - Advanced
Subscription Fee/ Monthly	\$____/Monthly	\$____/Monthly	\$____/Monthly
Subscription Fee/ Quarterly	\$____/3Months	\$____/3Months	\$____/3Months
Subscription Fee/ Semi Annually.	\$____/6Months	\$____/6Months	\$____/6Months
Subscription Fee/ Annually.	\$____/Annually	\$____/Annually	\$____/Annually
Payment Options Discounted Rate.	Monthly	Semi annually	Annually
	\$____	%____	%____
Profit.	\$____	\$____	\$____
Plans Options Discounted Rate.	Basic	Mid	Advanced
	\$____	%____	%____
Profit.	\$____	\$____	\$____

How Would You Market Your Product and Generate Sales?

Facebook Advertising.	Budget: \$____/Monthly
Google Advertising.	Budget: \$____/Monthly
Youtube Advertising.	Budget: \$____/Monthly
Influencers Marketing.	Budget: \$____/Monthly
Pr. Media Marketing.	Budget: \$____/Monthly
Events/Trade Show.	Budget: \$____/Monthly
Offline Marketing/Radio/Newspaper	Budget: \$____/Monthly
Email Marketing.	No. Of Emails: ____/Monthly
Affiliate Marketing.	Commission: %____/Unit
Sales Reps.	Commission: %____/Unit
Retailers.	Commission: %____/Unit