

MARKETING MATERIALS PLANNER



See Action 5 in the book *I'd Rather Be in the Studio!* for help completing this.

Promotional item:

- | | |
|--|--|
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Business Card | <input type="checkbox"/> Website, specific page: |
| <input type="checkbox"/> Postcard | <input type="checkbox"/> Email blast |
| <input type="checkbox"/> Catalogue | <input type="checkbox"/> Letter |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Ad |
| <input type="checkbox"/> Audio / Podcast | <input type="checkbox"/> DVD / Video |
| <input type="checkbox"/> Press Release | <input type="checkbox"/> Packaging / Price Cards / Hang Tags |

Personal goal for this promotional piece (What do I want it to accomplish?):

Deadlines:

Text to Editor _____
Text to Designer _____
Printed _____
Mailed or Distributed _____
Other: _____

Text:

Printing specifics (designer, print number, printer, etc):

Description of audience receiving promotional piece:

Budget:

Design	\$ _____
Printing	_____
Postage	_____
Other:	_____
total	\$ _____

Checklist

- Conveys the image I want to project.
- Includes my name, address, phone number, email, and website.
- At least one other person has looked it over before and after the designer's work.
- Designer and printer are okay with deadlines.
- Fits within my budget.