



STUDENT ATTRACTION INTENSIVE

12 MONTH MARKETING
BLUEPRINT

Week Nine



ONE PAGE MARKETING TEMPLATE

EXECUTIVE SUMMARY

MISSION STATEMENT

WHAT ARE YOUR GOALS?

FINANCIAL

NON-FINANCIAL

CORE COMPETENCIES



SWOT ANALYSIS

TARGET MARKET

CORE BUYER'S PERSONA

MARKETING MIX

YOUR ON GOING MARKETING EFFORTS

BUDGET



ANNUAL MARKETING PROJECTS OUTLINE

MONTH	PROJECT	GOAL RESULT	ACTUAL RESULT
JANUARY			
FEBRUARY			
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			



30 DAY MARKETING PLAN TEMPLATE

WEEK 1							
TYPE	MON	TUE	WED	THU	FRI	SAT	SUN

WEEK 2							
TYPE	MON	TUE	WED	THU	FRI	SAT	SUN



WEEK 3							
TYPE	MON	TUE	WED	THU	FRI	SAT	SUN

WEEK 4							
TYPE	MON	TUE	WED	THU	FRI	SAT	SUN



Congratulations on completing week nine inside of Student Attraction Intensive. Let's continue the conversation in the **Facebook Group** where you can post your questions as well as watch all video recordings from the training and coaching calls.

See you next week!

MY BEST,
Clint



STUDENT ATTRACTION INTENSIVE

