

Ty Andrews Productions

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MARKETING PLAN FOUNDATION

MISSION

I provide

(adjective) and (adjective),

(noun, service or product) to

(customer description) which makes them feel

(emotion) or (emotion) so they can

(task/action) or (task/action).

THE PAIN YOU SOLVE

My customers/clients:

1. Struggle with

2. Are frustrated by

3. Are unable to

4. Don't know how to

WHO IS YOUR IDEAL CUSTOMER?

Get clear on your "ideal customer". Ex. How do they look and speak? What is their income level, where do they live, age, job roles, what are their likes and needs? Be specific.