

Strategy #3

Tactics	S	O	N	D	J	F	M	A	M	J	J	A

Promise

Message

Product (defined)

Price

Budget

Target Markets

Goals (specific & measurable)

Competition (top 3)

Strengths

- 1
- 2
- 3

Weaknesses

- 1
- 2
- 3

Opportunities

- 1
- 2
- 3

Threats

- 1
- 2
- 3

Strategies

- 1
- 2
- 3

