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|  | **Marketing Theme:** |
| **Category** | **Strategy** |
| My reason for existence: |  |
| What sets my business apart from the rest: |  |
| My ideal customer is: |  |
| What’s most important to my ideal customer when they are buying what I’m selling: |  |
| What I want to accomplish this year: |  |
| The top 3 things that are going to get me there: |  |
| How much will each program contribute to my revenue/profitability: |  |
| What will trigger my ideal customer to think of me: |  |
| Programs I am running to reach my goal |  |
| How much money will I need to get it done? |  |