

COMMUNICATIONS PLAN

Use this chart to plan out each action you'll take to get the word out about your venture.

WHEN will you get the message out?	HOW will you get it out there?	To WHOM will the message be targeted?	WHY do you need to engage them? What are your goals?	WHAT is your key message?	WHO on your team is responsible to do it?
(EXAMPLE: January 15)	(EXAMPLE: Chamber Facebook Group)	(EXAMPLE: Creative small businesses)	(EXAMPLE: Line up 5 sessions)	(EXAMPLE: Tell your story)	(EXAMPLE: Sara)
January 20	Printed piece	Select 5 businesses	Book 1 session, inform them of me	Affordable, professional	Me
January 22	Email	This weeks prospects	Thank you, sample of my work, share photo from their business, book 1 session	How are you looking to your customer	Me
January 23	FB	Small Business	Awareness	How do you look	Me