

# Strategic Plan

SAMPLE

Name:

Year:

## Implement Sales / Marketing Plans & Business Systems

### Define Sales & Marketing Plans

1. Define sales projections
2. Develop sales plan
3. Brainstorm marketing ideas
4. Develop marketing plan

### Identify business systems

5. Brainstorm needed business systems
6. Prioritize business systems and define plan to implement

### Review website and define update plan

7. Assess website for needed changes
8. Develop plan to revise website

### Implement plans

9. Implement business systems & plan
10. Participate in Open Studios

## Strategy 2

## Strategy 3

# Strategic Plan

---

Name:

Year:

# Road Map

SAMPLE

Name:

Year:

May 11

May 18

May 25

June

Sales

Sales & Marketing Plans

Business Systems Plan

Site Review & Plan

Website Redesign

# Road Map

---

Name:

Year:
