

ACTION PLANNER

Use this Action Planner to identify specific steps you need to take in order to achieve your marketing and business goals.

Tip: Make each action step as simple as possible, breaking down complex actions into single steps.

Goal

ACTION STEP	RESPONSIBLE PERSON	DEADLINE	NECESSARY RESOURCES	POTENTIAL CHALLENGES	RESULT
<i>What needs to be done?</i>	<i>Who should take action to complete this step?</i>	<i>When should this step be completed?</i>	<i>What do you need in order to complete this step?</i>	<i>Are there any potential challenges that may affect the completion? How will you overcome them?</i>	<i>Was this step successfully completed? Were any new steps identified in the process?</i>