

	Marketing Plan:
Our mission:	
What sets my publication apart from the rest?:	
My ideal reader is:	
My ideal reader gets their information from:	
What I want to accomplish this year (1-3 goals):	
The top 3 actions I can take to reach those goals:	
Programs/campaigns I am running to reach my goal	

3 mediums or locations where I will market my publication:	
What resources will I need to get it done?	