

**Handouts for 5 Year Business Plan
PMA-U 2007
Presenter, Marion Gropen**

Sample Marketing Plan

Title	Total Marketing Budget	Expected # Copies Sold	Audiences	Tactics
Bestsellers for All	3000	10,000	some folks	listservs, blog, Myspace, . . .
Lose Weight and Get Rich	6000	20,000	other folks	other stuff
My Dog and My Doctor	5000	18,000
Another Bestseller	7500	25,000
...
Tuesdays with My Dog's Do	5000	15,000
Your Cat: On A Diet	5000	15,000
diet book	8000	25,000
self-help book	5000	15,000
My Life as a Butterfly	3000	10,000
...		

Staffing

	Year 1	Year 2	Year 3	Year 4	Year 5
Assistants			1	2	2
Publicists		1	1	1	2
Sales Manager				1	1
Marketing Manager		1	1	1	1