

Sales and Marketing Worksheet

Fill in the following information to help you make sales and market your items/services.

Product/Service Name:

Description:

What customer needs does this product fill or what issues does it solve?

Price:

Sale Price:

How do these prices compare to your competitors' prices?

What motivation prompts potential buyers to take action and make the purchase?

What methods will you use to market this product/service?

Where will you "advertise" or notify potential customers of this specific offer?

Draft a potential ad for this product/service:

More Promotion Ideas for This Offer

Ad 2 for this product/service:

Ad 3 for this product/service:

Ad 4 for this product/service:

Additional Promotion Ideas