

THE SELF EMPLOYMENT SERIES

6. how to write the best business plan in the world ever - part 3

10. customer profile: define your ideal customer. name them, find a photo that could be them and consider these factors - where they live, work, shop, where they're from, their education, salary, career path, their favourite brands, interests, hobbies, values, holiday destinations, what their home is like, how tech savvy they are.

what is their problem? how are you providing a solution for it?

11. customer loyalty: high value customers are imperative to the success of a business. how will you entice customers to return?

how will your service ensure they will come back?

which loyalty schemes will you introduce?

12. marketing campaign:

- which social media channels will you focus on?

- which other forms of marketing are right for your business?

- make a 6 month timeline with a rough guide to when and how you will implement your marketing plan.

consider your typical customer when doing this. does your customer spend a lot of time on instagram? do they listen to the radio? do they buy local newspapers or magazines?