The following options are common methods that businesses use to reach their customers, existing and new. Use this worksheet to consider the methods that will work for you. Then explain your decisions in detail in the Marketing Section of the Business Plan.

<table>
<thead>
<tr>
<th>Method</th>
<th>To Whom:</th>
<th>Where:</th>
<th>When:</th>
<th>Frequency:</th>
<th>Cost:</th>
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<td>Flyers</td>
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<td>Direct Mail</td>
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<td>Press Release With Local Newspaper</td>
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<td>Newspaper Advertisement</td>
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<td>Grand Opening Celebration</td>
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<td>Coupons</td>
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<td>Radio Advertisement/Talk Shows</td>
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<tr>
<td>Television Advertisement</td>
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</tbody>
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Flyers
To Whom: __________________________
Where: ____________________________
When: _____________________________
Frequency: ________________________
Cost: ____________________________

Direct Mail
To Whom: __________________________
Where: ____________________________
When: _____________________________
Frequency: ________________________
Cost: ____________________________

Press Release With Local Newspaper
To Whom: __________________________
Where: ____________________________
When: _____________________________
Frequency: ________________________
Cost: ____________________________

Newspaper Advertisement
To Whom: __________________________
Where: ____________________________
When: _____________________________
Frequency: ________________________
Cost: ____________________________

Grand Opening Celebration
To Whom: __________________________
Where: ____________________________
When: _____________________________
Frequency: ________________________
Cost: ____________________________

Coupons
To Whom: __________________________
Where: ____________________________
When: _____________________________
Frequency: ________________________
Cost: ____________________________

Radio Advertisement/Talk Shows
To Whom: __________________________
Where: ____________________________
When: _____________________________
Frequency: ________________________
Cost: ____________________________

Television Advertisement
To Whom: __________________________
Where: ____________________________
When: _____________________________
Frequency: ________________________
Cost: ____________________________
MORE MARKETING METHODS

Website
To Whom: __________________________
Where: ____________________________
When: ____________________________
Frequency: _________________________
Cost: ______________________________

Newsletters, Bulletins (churches, schools, neighborhood associations, etc.)
To Whom: __________________________
Where: ____________________________
When: ____________________________
Frequency: _________________________
Cost: ______________________________

Surveys
To Whom: __________________________
Where: ____________________________
When: ____________________________
Frequency: _________________________
Cost: ______________________________

Collaborative Marketing
Often, if you are using as part of your business, which are brand names, you can approach those companies to share in the cost of your advertising. For instance, if you are a hair salon that will be selling certain brand name products, often the makers of those products have funds available to share in your advertising costs.
To Whom: __________________________
Where: ____________________________
When: ____________________________
Frequency: _________________________
Cost: ______________________________

Word of Mouth or Referral
This is often the least expensive and most effective way to get new business. There are ways that you can encourage satisfied customers to refer new business to you. For example, you can offer a discount to an existing customer for referring a new customer.
To Whom: __________________________
Where: ____________________________
When: ____________________________
Frequency: _________________________
Cost: ______________________________