

# Marketing Plan Charts

Take your most recent advertising/marketing promotion and ask yourself the applicable questions below:

<b>Overcoming Doubts And Explaining Your Specific Offer</b>	
<b>Select One</b>	<b>Elements of Your Advertising / Marketing Promotion</b>
	<b>No use of reason why trigger (no explanation about why you're having the promotion).</b>
	<b>Use of reason why is vague and unemotional. Little excitement is created for the horse owner about why she should take action and schedule an appointment with you now.</b>
	<b>Reason why doesn't make sense and horse owner has to guess about why you're doing what you are.</b>
	<b>Reason why is insufficient. It isn't written in a persuasive way.</b>
	<b>Reason why offers solid reasoning and is very persuasive.</b>