

# Marketing Plan Charts

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

<b>Organization And Layout</b>	
<b>Select One</b>	<b>Elements of Your Advertising / Marketing Promotion</b>
	<b>Layout is confusing and not well thought out.</b>
	<b>Layout is confusing and seemingly has contradictions or many disclaimers.</b>
	<b>Layout isn't summarized visually so it is difficult to see what is going on when it is scanned.</b>
	<b>Layout is clear, but should be summarized.</b>
	<b>Layout is clear, visually summarized and is crystal clear to the potential client. The layout allows the horse owner to see clearly what it is that she should do next.</b>