

Marketing Plan Charts

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

Uniqueness Of Offer	
Select One	Elements of Your Advertising / Marketing Promotion
	Offer is same as everything else the horse owner sees.
	Offer is interesting, but it is vague and offers no specifics.
	Offer is unemotional and impersonal.
	Offer doesn't identify your farrier practice by name.
	Outstanding offer with emotional pull that incites horse owner to take action and call and schedule an appointment with you.