

Marketing Plan Charts

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

Headline	
Select One	Elements of Your Advertising / Marketing Promotion
	No headline is evident.
	Headline present, but no big, bold, or exciting promise to the horse owner.
	Headline is vague and contains no meaningful specifics (could apply to any farrier).
	Fails to grab interest of horse owner and keep her reading.
	Headline is effective in grabbing attention, creating interest, and engaging the horse owner so she wants to keep reading and find out what your offer is all about.