

Name:

Date:

ACTION PLANNER

Use this Action Planner to identify specific steps you need to take in order to achieve your marketing and business goals.

Tip: Make each action step as simple and specific as possible, breaking down complex actions into single steps.

Goal:					
Action Step <i>What needs to be done?</i>	Responsible Person <i>Who should take action to complete this step?</i>	Deadline <i>When should this step be completed?</i>	Necessary Resources <i>What do you need in order to complete this step?</i>	Potential Challenges <i>Are there any potential challenges that may impede completion? How will you overcome them?</i>	Result <i>Was this step successfully completed? Were any new steps identified in the process?</i>

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