

Promotion/Program Planner

objective/outcome

goal

**plan/budget/
resources needed**

create

execute

measure

Promotion Planner example

objective/outcome

Seasonal menu items create interest, engagement, revenue + joy

goal

Joy for my clients, reduce their stress + overwhelm, generate \$1000 additional \$

**plan/budget
resources needed**

**Create 3 new menu items, order supplies, create content for socials, newsletter + in salon
No additional resources are needed. The budget is \$200 for new supplies.**

create

Have all things created by October 15 for launch. Booked create time.

execute

Launched on time, clients seem excited and are booking the new services.

measure

Generated \$750 in add on revenue and made clients SO happy. I call it a success!
