

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!

