

Promotion or Program Planner

Objective/outcome

Goal

Plan/budget/
resources needed

Create

Execute

Measure



Promotion or Program Planner

Objective/outcome	<u>Seasonal menu items create interest, engagement, revenue + joy</u>
Goal	<u>Joy for my clients, reduce their stress + overwhelm, generate \$1000 additional \$</u>
Plan/budget/ resources needed	<u>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.</u>
Create	<u>Have all things created by October 15 for launch. Booked create time.</u>
Execute	<u>Launched on time, clients seem excited and are booking the new services.</u>
Measure	<u>Generated \$750 in add on revenue and made clients SO happy. I call it a success!</u>

