



Take stock of where you currently are marketing, what it is costing you in time and money, and how effective you think this marketing is. There are no right or wrong answers to this — your task is to simply collect your thoughts on where you are today with your marketing and advertising so you can determine where you want to go.

You may want to complete this chart yourself or with an employee who is responsible for your marketing activities. Consider sharing it with several other employees who may identify additional ways that you are marketing but don't think of as marketing. Be sure to include other marketing activities that aren't listed in the worksheet.

[illegible]