

Marketing Plan for My True Colors

	<i>Currently In place</i>	<i>Need to do</i>	<i>Priority</i>	<i>Next steps</i>
Online Presence				
Email				
About Me				
Slideshare.net				
Website				
Twitter				
LinkedIn				
Facebook				
Instagram				
Pinterest				
Promotional Materials				
Business Cards or electronic business cards				
Data Collection Cards				
Endorsements				
Brochures				
Pens/gifts				
Business Proposal Package with TC material				
Newsletter				
Marketing Opportunities				
Elevator Speech				
Service Group Presentations				
Keynoting				
Chamber of Commerce				
Business Groups				
Work Office				

Prize Donations				
Events: Xmas Coffee				
Complimentary Program				
Press Releases				
Creating Work				
Search Out Calls for Proposal to present at conferences				
Look up future local conferences and contact organizers about doing a spousal program session				
Book a room, offer a workshop, advertise it				
Look up when schools are closed for a teacher professional development day and offer a TC program for students about careers				
Offer a Valentines program in partnership with a local hotel				
The Tupperware System				