

SMALL BUSINESS SATURDAY Worksheet



YOUR GOALS

What's your vision of success? Imagine you've launched your campaign and it's a runaway success. What does that success look like?

What will be your Call to Action? What action do you want your customers to take?

YOUR AUDIENCE

Understand who you're talking to so you can make them an offer that appeals to them.

What do your customers want or need?

What are their demographics? How old are they, where do they live, what's their gender, income... the basics.

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YOUR ORGANIZATION

What product or service do you provide that makes your customer's life better?

Why does your customer need YOU? What makes your business unique?

THE DYNAMITE OFFER

Write your offer. Think about your audience, why they shop at your store, and what will motivate them to act.

Close the offer with your Call to Action. What action do you want your customers to take and when?

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Write a message to encourage your audience to share. What will you say to encourage fans to promote your offer on social networks?

Write your subject line. In 5 – 8 words sum up your offer. This is your chance to get recipients to open your email and read more.

Write your headline. Simple and to the point – people should know what you're offering from reading your headline.