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## *Index Card Plans part 2*



Dear :

I originally conceived this system as one for running a complete business. However, building an Index Card Plan for a division or section of a business, a dedicated project, or even for personal use is not only possible, but encouraged. I'll give you examples for all these, plus a generic Index Card Plan outline you can use to build one for whatever you need.

### **Index Card Business Plan**

You need something that explains briefly what your business does, who your intended customers are, and how you propose to reach them. Plus, as a "scorecard" of sorts, you should look at your current income, and set a goal for the next year. Below is a sample (and simple) outline.

\_\_(1)\_\_ is a \_\_(2)\_\_ engaged in \_\_(3)\_\_. We specialize in:

\_\_(4)\_\_ for \_\_(5)\_\_

\_\_(6)\_\_ for \_\_(7)\_\_

\_\_(8)\_\_ for \_\_(9)\_\_

This year we are on track to make \_\_(10)\_\_. Next year, our goal is to make  
\_\_(11)\_\_ with a \_\_(12)\_\_.

We will reach out to our target markets by \_\_(13)\_\_, \_\_(14)\_\_ and \_\_(15)\_\_.

Here's what the numbered spaces mean:

1 = business name

2 = type of business (DBA, partnership, LLC, etc.)

3 = general business description

4, 6 & 8 = specific tasks or jobs

5, 7 & 9 = specific target markets

10 = gross income in \$ for this year

11 = gross income in \$ for next year

12 = profit margin for next year's goals

13, 14 & 15 = specific marketing tasks

Let's look at a couple examples:

*Joe's Garage is a DBA, engaged in fixing cars. We specialize in:*

- 1. regular maintenance for careful car owners*
- 2. drive train repairs for people who have broken down*
- 3. minor body repairs for drivers who have had minor accidents*

*This year we are on track to make \$25,000. Next year, our goal is to make  
\$50,000, with a 10% profit margin.*

*We are reaching out to our target markets by sending direct mail pieces, using  
social media and partnering with local insurance agents.*

\* \* \* \* \*

*The Knitting Corner is an LLC, engaged in selling knitting supplies. We specialize in:*

- *Sourcing wool yarns for knitters who care about quality*
- *Stocking quality yarns for knitters who care about quality*
- *Providing knitting lessons for people who want to learn to do complex projects*

*This year we are on track to make \$100,000. Next year, our goal is to make \$125,000, with a 7.5% profit margin. We are reaching out to our target markets by creating a knitting club, establishing a referral program and advertising on AM radio.*

The last sentence of the plan is actually the basics of your marketing plan, shoehorned on to the napkin/card.

**Part three is coming up!**

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Thanks for joining me. I hope you find the idea of Business Card Plans helpful and educational.

Until next time, be well and stay healthy & happy!

Very best,

***Scott Gardner***

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