



AgileMarketingServices.com
Scott@AgileMarketingServices.com
315-439-7326

- 1) Define your target audience
 - _Demographics
 - _Psychographics
 - _Valuegraphics
- 2) What are you selling, and why?
- 3) What makes your products/services different? [USP]
- 4) How & where will you sell your products/services?

Website

- 1) Dedicated/specific to your products
 - _TheSpiritualPhoenix.com is available - about \$20/yr
- 2) Ecommerce site
 - _Credit Card processing service - PayPal or Stripe
 - _Site structure - Shopify or WooCommerce
- 3) Self-managed or hired out
 - _\$100 to \$5,000/yr

Marketing

- 1) Marketing plan
- 2) How will you promote, where, and to whom?
- 3) Who can/should be the face of your products?
- 4) Why would an end user want to use your products, and how would they try/buy them?