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HOW TO WRITE A SUCCESSFUL MARKETING PLAN
By Roman G. Hiebing, Jr. & Scott W. Cooper

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How to Write a Successful Marketing Plan

Practical tools and techniques to help you quickly and easily:

- Set realistic marketing goals!
- Formulate winning plans!
- Identify and reach target markets!
- Position your products and services!
- Overcome tough competition!
- Maximize response and sales!
- Predict, monitor, and measure marketing results!

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Here's everything you need to create a winning

HOW TO WRITE A SUCCESSFUL MARKETING PLAN

This practical guide gives you a step-by-step planning framework and easy-to-complete worksheets that save you time and effort in writing your marketing plan ... and help ensure that nothing important is overlooked.

But it also gives you successful strategies, ideas, and tactics to make your marketing plan "break out" and deliver the bottom-line goals and competitive edge your company is seeking.

The result: a dynamic marketing plan that enables you to outmaneuver, outmarket, and outsell your toughest competitors month after month — and year after year. So that you gain a sustainable competitive advantage in every market in which you sell!

A Special Note from
Paul Geisler, Group President,
Kimberly-Clark Corporation...

"The best part of this book is its practical yet comprehensive approach. It doesn’t just talk about what your marketing plan should include, it literally takes you by the hand and walks you through it, step by step. It takes what can seem an overwhelmingly complex process and breaks the task into manageable parts, providing an easy-to-follow path to completion of your successful marketing plan.

"This book is the best all-around marketing planning tool I’ve seen because it speaks to the needs of both the entrepreneur and the director of a traditional, structured marketing department.

"I believe that with this book as a guide, any person - regardless of experience level - can write an effective marketing plan. Even with my 25 years of marketing planning experience behind me, this book gives me ideas for innovative but executable marketing methods."

ABOUT THE AUTHORS
Roman G. Hiebing, Jr. is CEO of The Hiebing Group, a marketing communications firm serving clients ranging from McDonalds Corporation to Mercury Marine. He was formerly an executive with the Leo Burnett Agency and is the founder of the Brat and Brau chain of restaurants.

Scott W. Cooper, President of The Hiebing Group, has worked on accounts such as Coors, Famous Footwear, Fort Howard Paper, and American Automobile Association. He teaches marketing communications in the School of Business at the University of Wisconsin.
Marketing plan – all in one authoritative source!

Understand your customers' values and lifestyles, what motivates them to buy, and how much they actually have to spend.

Maximize return for every media dollar you spend.

Master this simple but amazingly effective 10-step process for creating, implementing, and measuring winning marketing plans.

A SUCCESSFUL MARKETING PLAN – the definitive planning resource!

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100% MONEY-BACK GUARANTEE!
Use How to Write a Successful Marketing Plan to create a breakthrough marketing strategy for your organization. If you are not 100% delighted, simply return the book to us within 30 days and owe nothing. (If you’ve already paid, we will refund your money in full.) Whatever you decide, the plans, strategies, and tactics you develop using How to Write a Successful Marketing Plan are yours to keep – our way of saying “thanks” for giving our program a try.
Now you can create a breakthrough marketing plan within the next 30 days ... for FREE!

Dear Marketing Professional:

Most of us can write an "acceptable" marketing plan.

But how many of us can write a blockbuster marketing plan? One that makes senior management say "WOW!" ... and generates the record-breaking sales results that make us heroes in our organization?

Now YOU can become the "marketing hero" in your company - when you accept a risk-free 30-day trial of the newly updated best-selling planning guide ...  

HOW TO WRITE A SUCCESSFUL MARKETING PLAN  
By Roman G. Hiebing, Jr. and Scott W. Cooper

"This book is the best all-around marketing planning tool I’ve seen," says Paul Geisler, group president, Kimberly-Clark Corporation. As a former marketing manager, I agree 100%. Here’s why.

Many books give you blank forms and worksheets. "Just fill these out," they say, "and you’ll have a marketing plan."

I’ve found that the problem is, they don’t tell you how to meaningfully fill in those blank spaces ... or how to determine what marketing strategies and tactics will make the significant difference for your firm. So yes, they give you a plan on paper. But frankly, it’s probably not worth the paper it’s written on.

Hiebing and Cooper take a different approach. They’re marketers ... and marketing strategists. They’ve created and implemented successful, winning marketing plans for companies ranging from small start-ups to Fortune 500 corporations.

Their How to Write a Successful Marketing Plan not only gives you time-saving forms and worksheets ... it also answers every conceivable question you could have on any aspect of your marketing program. Including:

✓ How much can you afford to spend? (chpt. 18)  
✓ Positioning techniques that clobber the competition (chpt. 6)  
✓ 10 essential topics your marketing plan must cover (intro.)
6 steps to developing a profitable brand image (chpt. 9)
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Maximizing returns on your media dollars (chpt. 15).
Market research you can act on (chpt. 21)
And much, much more (see the enclosed brochure for a more complete listing of contents).

Use the Marketing Plan guide risk-free for 30 days ... profit from it for a lifetime!

For a Risk-Free 30-Day Examination Copy of How to Write a Successful Marketing Plan, simply complete and return the enclosed reply card.

When your trial copy arrives, put it to the test. Easily pinpoint the answers and ideas you need. Follow the 10-step outline to create a winning marketing strategy for your product or service. Implement as many of the marketing ideas as you want to boost the results of your promotional campaigns.

Then, if you are not 100% "WOWED" by these marketing strategies and tactics ... and the sales they achieve for you ... just return the book within 30 days — and you won't owe us a cent. On the other hand, if you can't imagine doing your job without this powerful tool at hand, simply honor our invoice. It's that easy.

In fact, we're so confident that How to Write a Successful Marketing Plan is the one marketing book you'll want to keep — and use — month after month, year after year, that we offer a 100% lifetime guarantee. If you ever find a more comprehensive market planning guide, just return How to Write a Successful Marketing Plan at any time! We'll refund your money in full without question or quibble.

Want to save time and money writing a dynamic marketing plan that gets you breakthrough sales results? Then I urge you to complete and return the enclosed Risk-Free Trial Request Form today. You'll be glad you did.

Sincerely,

Richard B. Hopkins

P.S. Remember, How to Write a Successful Marketing Plan is guaranteed to pay for itself many times over in time saved, errors avoided, and marketing results achieved! So why not return the enclosed reply card now, while it's still handy?