

4Ps OF MARKETING

USE THE INFORMATION YOU PROVIDE ON THIS WORKSHEET TO CREATE YOUR MARKETING STRATEGY. USE THE BACK OF THE WORKSHEET IF YOU NEED MORE ROOM TO WRITE.

What is your product or service?
What is your value proposition?

Where will you sell your
product or service?

Draw a picture or place a photo
of your product or service here.

How much will your
product or service cost?

Where will you promote
your product or service?