

A person is sitting at a round table, writing in a spiral notebook with a pen. On the table, there is also a white coffee cup on a saucer and a clipboard with a pen. The background is a blurred office setting. The entire image has a blue overlay.

**Workbook**

# DIY Strategy Template

Let's establish what you need and create a plan that will help you get there.

# Background

# Overview

Background Info

Our vision

Our values

# Risks and Challenges

WHAT	Mitigation

# Objectives

WHAT	Measure

# Business Overview

Strategy

Key Messages

Business Name

Target audience

Resources

# Channels

# Audience

Marketing Channel	Audience	

# Bonus

# Customer Persona



Name

Age

Location

Goals

Pain Points

Description

Communication Preferences

Transformation

Hesitations

Influencers

**Priorities**

**Brain Dump**

choose 5

# Priorities

# Projects

## Priorities

1

2

3

## Project

1

2

3

1

2

3

1

2

3



# Projects 1

# Tasks

## Projects

1

2

3

## Tasks

1

2

3

1

2

3

1

2

3

## Tasks

# Projects 2

# Tasks

Projects
1
2
3

Tasks	Tasks
1	
2	
3	
1	
2	
3	
1	
2	
3	

# Projects 3

# Tasks

Projects
1
2
3

Tasks	Tasks
1	
2	
3	
1	
2	
3	
1	
2	
3	

# Month

# Action Planner

Monday	Tuesday	Wednesday	Thursday	Friday