

PTL 2.0 Select Prospects and Match to Campaigns Questioner

What are the most important attributes of the target market? *(list top 3 below)*

(Then, prioritize the list above - 1, 2, and 3)

What is the goal of the campaign? _____

What is the expected cost and return? _____

Do you plan on using a campaign template? Which one? _____

What actions will you take to accomplish your strategy?

	<u>Action to Take</u>	<u>Date to Implement</u>
1)	_____	_____
	_____	_____
3)	_____	_____
4)	_____	_____
5)	_____	_____
6)	_____	_____

