

MY MARKETING MAP

My Name:		My Troop/Group:	
My Goal:		Date of Sale:	

MY WORLD

	School			Family		My Neighborhood	Businesses	
	Classrooms	Lunchtime	Clubs/Sports	Living nearby	Living away	Door-to-door	Where family works	Whom I can cold-call
How many people are in each place?								
How many do I expect to contact?								
<i>in person</i>								
<i>via online marketing</i>								
How many are likely to buy?								
How many boxes each, on average?								
Boxes Projected								
Grand Total Projected								
Can I make my Goal?								

Tips for completing:

Change the information in the yellow cells to create a projection. Remember that 90% of people who are asked to buy will buy. They want to help you succeed! How many boxes did your friends buy last year on average? Probably less than adults.

Your family probably will buy more boxes that other adults you approach. Don't forget to use online marketing! You may be able to contact more people this year than last if you use this tool.