Free marketing plan template from TonyAIProfit. Page 1: your one-page plan. Page 2: your 90-day calendar. Pages 3 and 4: a filled example for a fictional business. Replace everything in [brackets].

MARKETING PLAN

[Business name]

Plan for [3 months] · Owner: [name]

1. Ideal customer *Who they are, where they are, and why they call you.*	
2. Offer and price *Your main services, starting prices and why you're the better choice.*	
3. Goals for the next 3 months *Two or three numbers you can count. No more.*	

4. Channels: where customers will find you

Channel	What I'll do	How often
Google Business Profile		
Reviews		
Referrals		
Posts		
Email		
Other		

5. Monthly budget

Item	Per month
Total	

Track it: ask every new customer "How did you find us?" and write the answer down.

90-DAY CALENDAR

[Business name]

Month 1 to Month 3 · Pick one focus per month and a short weekly routine

	Month 1	Month 2	Month 3
Focus			
Every week			
One-time tasks			
Check at month end			

Weekly routine (30 minutes)

What I learned this quarter

FILLED EXAMPLE · fictional business, example numbers only

MARKETING PLAN

Brightway Pressure Washing (fictional example)

Plan for March to May · Owner: Dan, works alone, plus one helper in summer

1. Ideal customer *Who they are, where they are, and why they call you.*	Homeowners within 20 minutes of Maple Ridge, in houses 10+ years old. Small storefronts on Main Street that want a clean entrance. They call before spring, before selling a house, or before a family event.
2. Offer and price *Your main services, starting prices and why you're the better choice.*	House wash from $299 · Driveway and walkway from $149 · Deck from $199. Spring bundle: house + driveway. Why us: photo quote within 24 hours, before-and-after photos with every job, fully insured.
3. Goals for the next 3 months *Two or three numbers you can count. No more.*	15 new Google reviews. 10 jobs booked from Google (ask every new customer how they found you). 8 jobs from past customers or referrals.

4. Channels: where customers will find you

Channel	What I'll do	How often
Google Business Profile	1 before-and-after photo post, answer every question, keep services and prices updated	Weekly
Reviews	Ask every customer by text the same day, with the review link. One reminder, then stop	Every job
Referrals	Leave 2 referral cards. $25 off the next wash for each neighbor who books	Every job
Posts	1 before-and-after post in the local neighborhood group	Monthly
Email	Spring reminder to past customers, with the bundle	Once (March)
Other	Yard sign during each job, with the owner's OK	Every job

5. Monthly budget

Item	Per month
Google Business Profile	$0
Door hangers (printing)	$60
Referral credits ($25 each)	$50
Email tool	$0
Small ad test	$100
Yard signs (one-time, spread over 3 months)	$40
Total	**$250**

Track it: every new customer is asked "How did you find us?" and the answer goes in one list.

90-DAY CALENDAR

Brightway Pressure Washing (fictional example)

March to May · 30 minutes every Monday to keep it moving

	March	April	May
Focus	Get found: complete the Google profile	Fill the spring calendar	Keep what works, drop what doesn't
Every week	1 photo post · ask every customer for a review	1 photo post · referral cards at every job	1 photo post · reviews and referrals at every job
One-time tasks	Update services, prices and 20 photos · print yard signs · send the spring email	Door hangers in 2 streets near current jobs · small ad test, $5 a day for 2 weeks	Compare channels · plan summer deck offer · update this plan
Check at month end	Reviews this month · calls from Google	Jobs booked by channel · ad cost per job	Cost per job by channel · goals vs. plan

Weekly routine (30 minutes)

Monday morning: post 1 before-and-after photo · reply to every review · write down where this week's new customers came from · check this calendar.

What I learned this quarter

Google and referrals brought the most jobs. The ad test cost more per job than door hangers. Next quarter: more photos, keep referrals, test a summer deck offer.