

Get moving and stay focused
on your top 3 mechanisms.
Complete the chart below and
post it next to your 1, 2, 3
Marketing Tree for handy
reference!

1, 2, 3 Marketing Mechanism Calendar

Mechanism (list in order of priority)	Budget (e.g. Time, Money, etc.)	Success Metrics	Tasks	Due Date	Responsibility
Example: Fliers	2 hours to create 2 hours to post \$50 for printing	# of calls/emails that reference fliers # of new clients & percentage of revenue from fliers	1. Create flier 2. Get it printed 3. Post flier	Jan 31 Feb 5 Feb 15	Sue Pat Pat
1					
2					
3					