

Goal: Recruit individuals to participate in your CDSMP workshop.

Questions to think about when developing an action plan for the above goal:

When is your CDSMP workshop scheduled?

Where is your CDSMP workshop scheduled?

Are there any specific populations, individuals, or groups you are trying to attract to be participants in your CDSMP workshop?

What timeframe do you want to use for marketing your workshop to potential participants?

How will you publicize your CDSMP workshop?

What publicity sources will you use (i.e., community organizations, mass media, employers)?

What types of publicity will you use (i.e., flyers, announcements, presentations, emails, websites, one-on-one discussion, program alumni, other self-management education programs)?

How will you track participant registration for your CDSMP workshop?

How will you follow-up with participants who register for your CDSMP workshop?

Will you host a zero session for your CDSMP workshop? If yes,

Where will you host your zero session?

When will you host your zero session?

In what format will you host your zero session (i.e., open house, presentation, Q&A)?

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Action Plan Option 1:

MARKETING ACTION PLAN for _____ :

(Dates)

What specifically are you going to do?

How much will you do?

When will you do this?

How often will you do this?

What is your confidence level from 0-10 (10 being extremely confident)*?

*If your confidence level is below 7, re-work your action plan.

Action Plan Option 2 (template):

Area of Marketing	Personal Action Plan	What is your confidence level from 0-10 (10 being extremely confident)*?

*If your confidence level is below 7, re-work your action plan.

Action Plan Option 2 (example):

Area of Marketing	Personal Action Plan	What is your confidence level from 0-10 (10 being extremely confident)*?
Types of Publicity	<i>I will create one flyer for my workshop and schedule two presentations with community organizations by next Saturday.</i>	8
Determining Audience	<i>I will write down a list of four community groups or organizations that I want to specifically target as the audience for my CDSMP workshop two months before I plan to lead the workshop.</i>	10

*If your confidence level is below 7, re-work your action plan.