






	STRATEGIC PLANNING			
1	CURRENT STATUS <i>Where are we now?</i>			
	Strengths	Needs	Competition	Unique advantage
				
2	PURPOSE <i>Where are we going?</i>			
	Problem	Values	Mission	Vision
				
3	ACTION PLAN <i>How will we get there?</i>			
	Solution	Goals/objectives	Marketing	Social connection
				
4	PROGRESS <i>How to know we've arrived?</i>			
	Benefits	Measures	Target audience	Results
				
5	COMMUNICATION <i>How to communicate?</i>			
	Brand promise	Emotions/perceptions	User experience	Design/appearance
				
	Key message:			

Definitions from the [Marketing Fundamentals Canvas](http://cezary.co) at cezary.co

Mission: The purpose and reason for being

Vision: Long-term, aspirational goals. What will the world look like in the future if you succeed?

Brand: a promise to deliver benefits that are different from the competition.

Perceptions you want to create with user experience, stories, images, words, name, logo, design.

Key message: The main idea to communicate

Branding Toolkit at www.dailyplanit.com/branding-toolkit