

Marketing Checklist

(Pre-Opening)

Task	Date	√
<u>Visit Closest 50 Businesses</u>		
Identify 50 businesses within the proximity of the business		
Assemble Welcome Packets		
Role-play/rehearse script for setting appointments		
Call and set up appointments with managers/decision-makers		
Make business visits		
Include business contacts' business cards in new database		
<u>Partner With Top 25 Businesses</u>		
Identify 50 businesses within the proximity of the business		
Assemble Welcome Packets		
Role-play/rehearse script for setting appointments		
Call and set up appointments with managers/decision-makers		
Make business visits		
Include business contacts' business cards in new database		
SELECT A DATE		
Schedule business opening date		
Choose favorable weekend to hold Grand Opening Celebration (preferably when no other events are scheduled to take away from the event)		
DECIDE WHO TO INVITE		
Contact the Chamber of Commerce letting them know the dates for the Grand Opening & to determine time for Ribbon-Cutting Ceremony		
Get input from Chamber of Commerce on community leaders/groups/businesses to invite		