

VERSION 3.0

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MHPTT Class Work

EXAMPLE OF A DOCUMENT

INTERNAL DOCUMENT

DEVELOP A PLAN

MISSION AND GOALS

Describe your company's mission and goals.

QUESTIONS FOR CONSUMERS

No.	Questions
1	Question for consumers #1 <i>List questions that you can use in your target audience profile.</i>
2	Question for consumers #2
3	Question for consumers #3
4	Question for consumers #4
5	Question for consumers #5

AUDIENCE AND MARKET

No.	Audience and Market
1	Audience and market #1 <i>Identify who makes up your target audience and your market.</i>
2	Audience and market #2
3	Audience and market #3
4	Audience and market #4
5	Audience and market #5

QUESTIONS TO NARROW DOWN YOUR TARGET AUDIENCE

No.	Audience and Market
1	Questions to narrow down target audience #1 <i>List questions that you can use to help you narrow down who your target audience is.</i>
2	Questions to narrow down target audience #2
3	Questions to narrow down target audience #3
4	Questions to narrow down target audience #4
5	Questions to narrow down target audience #5

TEST THE PLAN

CONSUMER PERCEPTIONS

No.	Questions
1	Consumer perceptions #1 <i>List consumer perceptions about your product or service.</i>
2	Consumer perceptions #2
3	Consumer perceptions #3
4	Consumer perceptions #4
5	Consumer perceptions #5

QUANTITATIVE METRICS

No.	Questions
1	Quantitative metrics #1 <i>List quantitative metrics that you will use to evaluate the effectiveness of the plan.</i>
2	Quantitative metrics #2
3	Quantitative metrics #3
4	Quantitative metrics #4
5	Quantitative metrics #5

ADJUST THE PLAN

No.	Questions
1	Adjust the plan #1 <i>List the changes that you need to make to your plan so that it will be more successful.</i>
2	Adjust the plan #2
3	Adjust the plan #3
4	Adjust the plan #4
5	Adjust the plan #5

PUT THE PLAN INTO ACTION

Step	Action	Due date for completion	% complete
1	Action	Date	%
2	Action	Date	%
3	Action	Date	%
4	Action	Date	%
5	Action	Date	%