## How to use this template

Use this generic action plan template for planning business activities. You can use this template to help you meet your online, marketing, content or promotional goals.

Plan activities in each month. Each activity should have an expected result – something measurable that it will achieve for your business.

Track the actual results to help you with future plans.

# Action plan for [Month Year] e.g. September 2019

| **Activity** | **Expected results** (What will it achieve for your business? Ensure this is measurable, e.g. '10 leads', '3 workshop bookings', 'no website downtime in the following month') | **Actual results** | **Who performs this task** | **When is this task due?** | **Status** (e.g. planned, in progress, complete, delayed, cancelled) |
| --- | --- | --- | --- | --- | --- |
| *e.g. Email newsletter* |  |  |  |  |  |
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