

# Action Plan Template

Use this Action Plan Template to identify specific steps you need to take in order to achieve the goals and objectives outlined in your business plan. This tool can also be used to create the action plan that will accompany your marketing plan.

*Tip: Make each action step as simple and specific as possible, breaking down complex actions into single steps.*

Goal:

Action Step <i>What needs to be done?</i>	Responsible Person <i>Who should take action to complete this step?</i>	Deadline <i>When should this step be completed?</i>	Necessary Resources <i>What do you need in order to complete this step?</i>	Potential Challenges <i>Are there any potential challenges that may impede completion? How will you overcome them?</i>	Result <i>Was this step successfully completed? Were any new steps identified in the process?</i>

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