

A practical guide for small business owners

Your 2027 marketing reset

Use Q4 to choose what deserves your time, what needs to change, and what you want to carry into the new year.

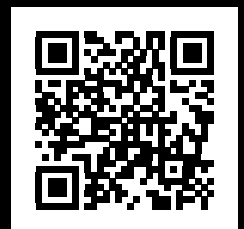
- 1 Review what is working before adding more.
- 2 Choose one goal and give each channel a job.
- 3 Map Q4 and the first 90 days of 2027.

A Q4-to-2027 planning workbook for small business owners

Created by Serena Coleman

Solutions, not sales. Conversations, not pitches.

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01 / Review the reality

Start with what actually happened.

Look at the most recent three months of content, inquiries, and conversations.

Use examples you can point to, not just a feeling about the results.

What started conversations with people you can help?

Name the topic, channel, or activity and the evidence.

What took time without supporting a business goal?

Include recurring work you have continued out of habit.

What did buyers ask before choosing you?

Look at messages, calls, objections, and frequently asked questions.

What cannot continue at the same pace?

Consider your available time, energy, resources, and support.

Keep

Work that serves the goal.

Change

Work with a specific weakness.

Pause

Work you cannot justify or sustain.

Type in the fields in a PDF reader, or print and write. Save a copy when finished.

02 / Choose the goal

Write the plan around one real goal.

Choose a business outcome that marketing can support. Pair a target with a date and define what counts as progress.

Illustrative example / a local service business

Goal: Book six relevant consultations in January 2027 from a website campaign.

Relevant means a homeowner in the service area who needs a service the business provides and requests an estimate. Track campaign inquiries and booked consultations.

Your goal / outcome + target + date

Current baseline

What counts as progress?

The audience

The service or offer

The next action your audience should take

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03 / Give channels a job

Choose a role before a posting rhythm.

Start with one primary channel and one supporting channel if that fits your capacity. These are examples, not a required schedule.

Channel	Its job	A repeatable action
LinkedIn	Explain decisions and build credibility.	One useful post and one real conversation each week.
Website	Answer questions and support inquiries.	A clear service page and a simple contact path.
Email	Follow up with people who opt in.	A useful update with a relevant next step twice a month.

Your channel plan

Channel	Its job	A repeatable action

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04 / Map the months

Plan Q4 and your first 90 days.

Keep one priority per month. Write the deliverable you can finish, rather than a list of everything you could do.

Month / suggested focus	Your one priority	What finished looks like
Oct 2026 Audit and choose		
Nov 2026 Build the essentials		
Dec 2026 Prepare and test		
Jan 2027 Launch and learn		
Feb 2027 Improve the path		
Mar 2027 Review and repeat		

If a month is already underway, plan the remaining weeks. Carry the same audience and goal through the sequence unless the evidence gives you a reason to change.

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05 / Make it sustainable

Make the plan fit your business.

A plan is only useful if you can carry it out. Decide what you will handle, where support would help, and when you will review progress.

Hours available each week

Monthly marketing budget

What I will handle

Where I need support

A simple weekly routine

Create	Turn one real customer question into useful content.
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Connect	Respond to conversations and follow up on relevant inquiries.
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Review	Record actions, outcomes, and one lesson for next week.
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The first task I will finish

Owner / due date

Type in the fields in a PDF reader, or print and write. Save a copy when finished.

Start 2027 with a workable plan.

For support with your strategy, branding, or content, start a conversation with Aspire.

Let's talk