

## **Survey Finds Nearly 50% of Small Business Owners Do Not Have A Marketing Plan: Lack of Time Or Know-How Cited As Reasons**

*According to a recent Internet survey conducted by 10stepmarketing, nearly half of the small business owners surveyed do not currently have a marketing plan. The majority of respondents reported they were too busy with other aspects of their business to write a marketing plan or they simply don't know how. 10stepmarketing encourages small business owners to begin their 2007 marketing plan now using one-step-a-week system.*

Santee, Calif. (PRWEB) October 30, 2006 -- According to a recent Internet survey conducted by 10stepmarketing, nearly half of the small business owners surveyed do not currently have a marketing plan. The majority of respondents reported they were too busy with other aspects of their business to write a marketing plan or they simply don't know how. Debbie LaChusa, the founder of 10stepmarketing, said the results of the survey concern her, but don't surprise her.

"Having a marketing plan is a critical success factor for every small business in my opinion. However, in my experience, many small business owners jump right into the marketing of their business, without first taking the time to develop a marketing plan or lay a foundation for their marketing," explained LaChusa.

"My goal with 10stepmarketing is to simplify and streamline the process of writing a marketing plan so that anyone can do it," continued LaChusa. "In fact, if you begin right now, you can easily complete your 2007 marketing plan in time for the new year using my one-step-a-week system."

The 10stepmarketing System breaks down the task of writing a marketing plan into 10 steps, each comprised of 10 questions or action items, and is available for under \$100 at [www.10stepmarketingSystem.com](http://www.10stepmarketingSystem.com).

10stepmarketing was introduced in 2004 by marketing veteran and entrepreneur Debbie LaChusa. LaChusa has spent the past 21 years working in advertising and marketing communications agencies and running her own marketing consulting firm, DLC Marketing, Inc. 10stepmarketing offers marketing information products, tele-classes and coaching to help small business owners and independent professionals learn how to successfully market themselves. For more information and to register for the free weekly 10stepmarketing Ezine visit [www.10stepmarketing.com](http://www.10stepmarketing.com)

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