Before getting started, think about:

## Write your answers here to help you decide if you want to make a special offer

| Who is your target audience?                                    |  |
|---|--|
| What are you trying to achieve?                                 |  |
| Can you afford to make the offer?                               |  |
| Do you have spare capacity?                                     |  |
| How will the offer be distributed?                              |  |
| What marketing profile will you get? What is the value of this? |  |
| What terms and conditions do you need to apply?                 |  |