Ethical marketing planner

Communicate your value with integrity

Develop a clear professional message for a website, flyer, profile or introduction while respecting consent, expertise and accuracy.

Complete the shaded fields in a PDF reader or print and write by hand. Save a personal copy.

Intended audience

Who will read this and what professional need do you address?

Service and professional scope

Describe what you offer clearly, including formats or disciplines.

Credible evidence

Qualifications, experience and relevant permissions or approved testimonials.

Draft promotional message

Describe your offer and its intended benefits in plain language.

Contact or enquiry invitation

Example: For availability and programme information, contact [professional email].

Check accuracy, consent for photographs and testimonials, privacy, and any applicable advertising rules. Avoid guaranteed results or unsupported medical claims.