# Forest Product Marketing Plan

A forest product marketing plan template for woodland owners who sell logs, lumber, or specialty products. Use it to describe customers, products, and promotion.

Farm / unit: _____ Date: _____ By: _____

## Business summary

## Products offered

## Target customers

## Competitors nearby

## Pricing approach

## Sales channels

## Promotion plan

## Delivery approach

## Review schedule

**TIP** Talk to local mills, buyers, and extension staff to see what customers want before choosing products.