Before getting started, think about: Write your answers here to help you decide if you want to make a special offer

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| 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? |  |