My 1-Page Marketing Plan

Before (Prospect)

1. My Target Market

Small businesses
Marketing Companies
Journalists

2. My Message To My Target Market

A complete news media connection tool delivering your news to individual cities or states while also providing a newsrooms that is connected directly to media professionals.

3. The Media I Will Use To Reach My Target Market

Google ads
Facebook ads?
Potential snail mail

During (Lead)

4. My Lead Capture System

Ads posted that help people and pro vide their email for information. L ke 7 costly mistakes to avoid when choosing...

5. My Lead Nurturing System

Lead capture website
Newsletters
Direct mail
Social Media
Online Videos
Possibly podcasts

6. My Sales Conversion Strategy

Possibly test drive
3 different packages - one very $$
Demonstrate your expertise
Educate educate educate
Don't propose on the first date

After (Customer)

7. How I Deliver A World Class Experience

Building a tribe of ravers
Sell what the customer wants
Create theatre
Explain the trouble we do to save t hem time.
Become an expert in the industry

8. How I Increase Customer Lifetime Value

Fire problem customers
Upselling
Look in your own backyard first
Marketing metrics
Raising prices
Ascension (Page 185)

9. How I Orchestrate And Stimulate Referrals