My 1-Page Marketing Plan

Before (Prospect)

1. My Target Market

2. My Message To My Target Market

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

During (Lead)

4. My Lead Capture System

5. My Lead Nurturing System

6. My Sales Conversion Strategy

After (Customer)

7. How I Deliver A World Class Experience

8. How I Increase Customer Lifetime Value

9. How I Orchestrate And Stimulate Referrals