

# My 1-Page Marketing Plan

Before (Prospect)



1. My Target Market

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2. My Message To My Target Market

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

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During (Lead)



4. My Lead Capture System

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5. My Lead Nurturing System

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6. My Sales Conversion Strategy

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After (Customer)



7. How I Deliver A World Class Experience

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8. How I Increase Customer Lifetime Value

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9. How I Orchestrate And Stimulate Referrals

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