

# The 1-PAGE MARKETING PLAN

GET NEW CUSTOMERS, MAKE MORE MONEY, AND STAND OUT FROM THE CROWD – **ALLAN DIB**



MARKET

1. Invest Time, Energy and Money in Marketing
2. Strategy First – be ‘Special’ for your Target Customer
3. Intimately understand your target customer – enter the conversation going on in their head



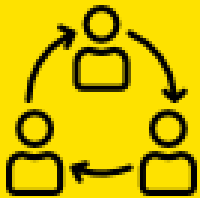
MESSAGE

4. Succinctly convey the problem that you are solving
5. Create Irresistible Direct Response Offers
6. Choose appropriate media to convey your message
7. Hire Experts
8. Stop Selling and start Educating and Advising



MEDIA

9. Develop Marketing Infrastructure
10. Have unlimited budget for marketing that works
11. Leverage Marketing Technology
12. Deliver a World Class Experience
13. Create an Outrageous Guarantee
14. Your goal is to ensure that Customers achieve results.



SYSTEMISE

15. Sell Them What They Want but Give Them What They Need
16. Work to increase Customer Lifetime Value
17. Measure and track your marketing return
18. Create Marketing, Sales, Fulfilment and Administration Systems
19. Fire Low-Value Problem Customers
20. Orchestrate and stimulate Referrals



The book follows Allan’s 1-Page Marketing Plan 9 block canvas. Go to [successwise.com](https://successwise.com) to download pdf. The 9 chapters address the three phases on the journey as someone Becomes Your Customer namely: the “Before (Prospect)”; the “During (Lead)”; and the “After (Customer)” phase. Detailed book review at [www.startuphughes.com](https://www.startuphughes.com)