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 |
|-------------------------|-------------------------------------------|-------------------------------------------|---------------------------------------------------|
| | 4. My Lead Capture System | 5. My Lead Nurturing System | \$ 6. My Sales Conversion Strategy |
| During (Lead) | | | |
| After (Customer) | 7. How I Deliver A World Class Experience | 8. How I Increase Customer Lifetime Value | 9. How I Orchestrate And Stimulate Referrals |