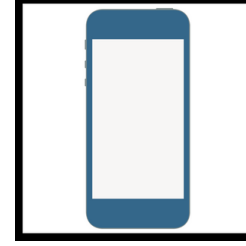
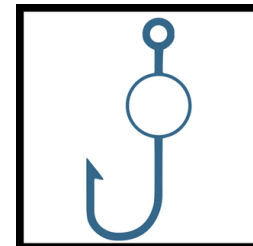
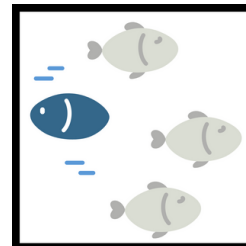




## THE 1-PAGE MARKETING PLAN



**Target Audience** (who is my \_\_\_\_\_?)

**Slam Dunk Message** (what will \_\_\_\_\_ of my target?)

**Brand Personality** (what is the \_\_\_\_\_?)

**Clutter Buster** (what makes me \_\_\_\_\_?)

**Going Fishing** (where does my \_\_\_\_\_?)

**Bullseye Product** (what is my \_\_\_\_\_?)

**Foot-In-The-Door** (how do I \_\_\_\_\_?)

**Trust The Pros** (how do I \_\_\_\_\_?)

**Phone Triggers** (what will make someone \_\_\_\_\_?)

**Closing The Deal** (how do I \_\_\_\_\_?)