
The one-page marketing plan

Choose one real offer. Keep each answer to a sentence. Make the plan small enough to use.

01 Who are you trying to help?

Name a specific audience, their situation, and the problem they want solved.

02 What are you offering?

What useful outcome do you help them reach? What exactly do they get?

03 Why should they believe you?

List a relevant example, demonstration, or proof you can substantiate.

04 Where will you reach them?

Choose one channel where this audience already seeks help.

05 What is the next action?

Name one clear step: book, request, try, buy, or reply.

Turn the plan into a test.

Keep the experiment focused. Decide how you will judge the evidence before you launch.

06 Write your hypothesis.

If we change ____, then ____ may improve, because ____.

07 Choose a measure and a quality check.

Track a customer action and whether it comes from the people you want to reach.

08 Set the boundaries.

Budget: _____ Owner: _____ Start: _____ Review date: _____

09 Record what happened.

What did the numbers and customer feedback tell you? What remains uncertain?

PUT IT TO WORK

At the review, choose: continue, change, stop, or gather more evidence. A small sample is a clue, not proof.