

One-page marketing plan

Business _____

Written _____ Next review _____

1 Where we are now

Last year's enquiries and sales, and where each came from. A count, not a feeling. If you cannot say, that is the first job in box 7.

2 Who we are for

Your best customers, so a stranger could spot one: what they buy, what sent them looking, how they choose.

3 What we say

One sentence: what you do, for whom, and why you rather than someone else.

4 The goal

One number and one date.

5 Channels

Two or three at most, each with one job.

6 Budget

Money and hours. Work up from your own numbers.

7 The next ninety days

Jobs in order, each with a name and a week. The first fixes the biggest gap in box 1.

8 How we will know

Two or three numbers, checked on the same day each month.

Once a month: did we do the jobs in box 7, what do the numbers in box 8 say, and does anything in boxes 2 to 6 need to change?

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