

# My 1-Page Marketing Plan

## Before (Prospect)



### 1. My Target Market

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### 2. My Message To My Target Market

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### 3. The Media I Will Use To Reach My Target Market

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## During (Lead)



### 4. My Lead Capture System

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### 5. My Lead Nurturing System

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### 6. My Sales Conversion Strategy

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## After (Customer)



### 7. How I Deliver A World Class Experience

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### 8. How I Increase Customer Lifetime Value

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### 9. How I Orchestrate And Stimulate Referrals

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