One-page marketing plan

Business: _____ Date: _____ Review date (30 days): _____

1. One goal Starting number, target number, deadline	
2. One named customer Who, where, what triggers a purchase, who you are compared with	
3. Offer and why they pick you What you sell, the plain reason to choose you	
4. How a sale happens First discovery to payment	
5. One or two channels only Where your customer already looks	
6. Budget Cash per month and owner hours per week	
7. Week 1 to 4 calendar Task, person, day for each week	
8. Keeping customers One way to bring buyers back, one way to ask for a review	
9. Numbers to watch Two or three numbers, Day 1 baseline, review date	