

# YOUR ONE-PAGE MARKETING PLAN

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<b>Define your target market</b>	<a href="#"><u>Define your core message</u></a>
Use keywords, demographics, psychographics, and competitor research	(Write your message here!)
<b>Set up a website they will love</b>	<b>Brand your website</b>
<ul style="list-style-type: none"> <li>• Find a great web host with top-quality support</li> <li>• Use professional- calibre graphics</li> <li>• Craft gripping headlines and copy</li> </ul>	<ul style="list-style-type: none"> <li>• Have a logo created if you don't already use one</li> <li>• Create a <a href="#"><u>Brand Style Guide</u></a></li> <li>• Choose your brand colors, fonts, and other elements</li> <li>• Use images that support your message.</li> </ul>
<b>Set up an autoresponder</b>	<b>Create an email series</b>
<ul style="list-style-type: none"> <li>• Sign up for your autoresponder when your sign-up gift and paid service package is ready. That way, you can <a href="#"><u>generate subscribers and paying clients while you are still in the free trial stage</u></a></li> </ul>	<ul style="list-style-type: none"> <li>• Build your email series carefully to keep communication steady without overwhelming your subscriber.</li> <li>• Pre-schedule these in your autoresponder.</li> </ul>
<b>Create a unique and valuable sign-up gift</b>	<b>Create a paid offer</b>
<ul style="list-style-type: none"> <li>• <a href="#"><u>Repurpose what is already successful!</u></a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#"><u>Try bundling what you have already created</u></a></li> </ul>
<b>Interact on social media</b>	<b>Network in groups, social media, locally</b>
<ul style="list-style-type: none"> <li>• <a href="#"><u>Do this regularly and strategically.</u></a></li> </ul>	<ul style="list-style-type: none"> <li>• Use questions, polls, gifts, share your knowledge!</li> </ul>
<b>Create groups, course or membership sites</b>	<b>Install a quality Customer Service system</b>
This builds tight communities that are loyal to you. Make a commitment to interact daily	Hire an assistant or consider creating a FAQ page on your website.