

Action Steps: The 1-Page Marketing Plan

The 1-Page Marketing Plan by Allan Dib is a practical and straightforward guide that helps business owners create a simple yet effective marketing strategy. The book breaks down marketing into three main phases—Before, During, and After—making it easy to follow and implement.

The main idea of *The 1-Page Marketing Plan* by Allan Dib is that **small businesses need a clear and structured marketing plan to attract customers, grow their business, and increase profits**. Instead of relying on random marketing tactics, the book provides a simple, step-by-step framework that fits on a single page. Dib emphasizes that marketing is not just about advertising—it's about understanding your audience, crafting the right message, and using the right channels to reach them.

The book divides marketing into **three phases**:

1. **Before (Attracting Prospects)**: Identifying your ideal audience and crafting a compelling marketing message.
2. **During (Converting Leads into Customers)**: Building trust, nurturing relationships, and making sales.
3. **After (Creating Loyal Customers & Referrals)**: Providing excellent service, increasing customer value, and turning customers into brand advocates.

In this Action Steps Handbook, we will explore **how small business owners can create a simple and effective marketing plan**.

Step 1: Fill in the 1-Page Marketing Plan Template

Start by downloading or drawing the *1-Page Marketing Plan* template. It consists of nine sections, each covering an important part of your marketing strategy. Instead of writing a long, complicated plan, you will create a one-page document that gives you a clear roadmap.

The nine sections are grouped into three phases:

1. **Before Phase (Getting Attention)**
 - Identify your ideal customer
 - Craft a compelling message
 - Choose the right marketing channels
2. **During Phase (Converting Leads into Customers)**
 - Capture leads with a system
 - Nurture leads and build trust

Action Steps: The 1-Page Marketing Plan

- Convert leads into paying customers
 - 3. After Phase (Building Loyalty & Getting Referrals)
 - Deliver a world-class experience
 - Increase customer lifetime value
 - Create referral systems to get more customers
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Step 2: Define Your Target Audience (Who Will You Serve?)

One of the biggest mistakes businesses make is trying to sell to *everyone*. Instead, Dib suggests focusing on a specific group of people who are most likely to buy from you.

✓ Actionable Steps:

- Identify the demographics (age, gender, income, location) of your ideal customer.
- Understand their pain points and desires—What problems do they have? What do they want?
- Find out where they spend their time (social media, websites, events).
- Study your competition—What are they doing well? Where can you be different?

📌 Example: If you run a fitness coaching business, don't target "everyone who wants to be fit." Instead, focus on "busy professionals aged 30-45 who want to lose weight but don't have time for long workouts."

Step 3: Craft a Powerful Marketing Message (Why Should They Care?)

Once you know your audience, you need to grab their attention with a clear and compelling message. Dib emphasizes that your message should focus on the customer's needs, not your business.

✓ Actionable Steps:

- Use the problem-solution formula:
 - "Are you struggling with [problem]? We help you achieve [desired outcome] without [common pain point]."
- Clearly explain what makes your business unique.
- Use simple and direct language. Avoid technical terms or industry jargon.

Action Steps: The 1-Page Marketing Plan

- Create a memorable tagline or slogan.



Example: Instead of saying, “We provide premium fitness coaching,” say:



“Too busy for long workouts? Get in shape in just 30 minutes a day with our expert coaching!”

Step 4: Choose the Right Marketing Channels (How Will You Reach Them?)

Now that you have a message, decide where to promote it. The goal is to place your business in front of the right people, at the right time, on the right platform.



Actionable Steps:

- Choose 3-5 marketing channels that your audience already uses. Examples:
 - Social media (Facebook, Instagram, LinkedIn)
 - Email marketing
 - SEO & blogging
 - Paid ads (Google Ads, Facebook Ads)
 - Networking events
- Be consistent—Post regularly, engage with comments, and track performance.
- Focus on one or two strategies at first, then expand later.



Example: If your audience is professionals, LinkedIn might be a great platform. If you sell fashion products, Instagram or TikTok may work better.

Step 5: Capture Leads (Turn Strangers into Interested Buyers)


Getting attention is not enough. You need a system to capture leads so you can follow up and turn them into customers. Dib recommends offering something valuable in exchange for contact details (like an email or phone number).



Actionable Steps:

- Create a landing page or website where people can sign up.
- Offer a lead magnet (free guide, discount, webinar, or free consultation).
- Set up an email autoresponder to welcome new leads.

Action Steps: The 1-Page Marketing Plan

 **Example:** If you're a financial advisor, offer a free eBook like *"5 Smart Ways to Save Money for Retirement"*. When people download it, you get their email and can follow up with useful content and offers.

Step 6: Nurture Leads & Build Trust (Guide Them to Buy from You)

Most people don't buy immediately. They need time and trust before making a decision. Dib recommends consistent follow-ups with valuable content.

Actionable Steps:

- Send helpful emails (not just sales messages). Share tips, case studies, and success stories.
- Use retargeting ads to stay in front of people who visited your website.
- Offer personalized recommendations to warm leads.

 **Example:** If someone downloaded your eBook on saving money, send them a follow-up email:

 "Hey [Name], I hope you found the eBook useful! Here's another tip on how to cut expenses. Let me know if you have any questions!"

Step 7: Convert Leads into Customers (Make Buying Easy & Exciting)

To turn leads into customers, you need to remove friction and doubt. Dib recommends making the buying process simple and giving them a reason to act now.

Actionable Steps:

- Offer a limited-time deal (discounts, bonuses, or fast delivery).
- Have a clear call-to-action (CTA): "Buy Now," "Book a Free Call," "Get Started Today."
- Make it easy to buy—Accept different payment methods, reduce steps in the checkout process.
- Provide social proof—Testimonials, reviews, and case studies.

 **Example:** If you sell online courses, offer:

 "Enroll today and get a free 30-minute consultation. Offer ends Sunday!"

Step 8: Deliver a World-Class Experience (Keep Customers Happy)

The best way to grow your business is by keeping existing customers happy. Happy customers buy more and refer others.

Actionable Steps:

- Deliver excellent service—Go beyond expectations.
- Ask for feedback and improve based on customer suggestions.
- Create a loyalty program or VIP benefits.

 Example: If you sell skincare products, give repeat customers exclusive discounts or early access to new products.

Step 9: Get More Referrals (Turn Customers into Advocates)

Finally, ask happy customers to refer others. Dib suggests making referrals easy and rewarding.

Actionable Steps:

- Offer a referral program (discounts, cash rewards, or gifts).
- Ask for testimonials and share them on social media.
- Use word-of-mouth marketing—Encourage customers to tag your business.

 Example: “Refer a friend and get 20% off your next order!”

1-Page Marketing Plan Template

This template is based on *The 1-Page Marketing Plan* by Allan Dib. Follow the steps below to create a clear and effective marketing strategy for your small business.

Phase 1: The "Before" Phase – Attracting Prospects

1. Define Your Target Market

- Who is your ideal customer? (Age, location, interests, job, income level, etc.)
- What specific niche do you want to focus on?
- Use the PVP Index (Personal Fulfillment, Value to the Market, Profitability) to refine your target market:
 - What type of customers do you enjoy working with?
 - Which customers see the most value in your product/service?
 - Which customers are the most profitable?

2. Craft Your Marketing Message

- What problem does your business solve?
- What makes your business unique? (Your Unique Selling Proposition (USP))
- Why should customers choose you over competitors?
- Write a short, compelling marketing message:
 - Example: "*We help [target audience] solve [problem] by providing [solution].*"

3. Choose Your Marketing Channels

- Where does your audience spend time? (Social media, email, direct mail, etc.)
 - Which platforms or methods will you use to reach them?
 - How will you capture their attention and generate leads?
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Phase 2: The "During" Phase – Converting Leads into Customers

4. Capture Leads

- What system will you use to collect potential customer contact information? (Landing page, email signup, free guide, webinar, etc.)
- What value will you offer in exchange for their contact details? (Discounts, eBooks, free consultations, etc.)

5. Nurture Leads

- How will you keep in touch with leads and build trust? (Email marketing, newsletters, free content, etc.)
- What kind of content will you provide to keep them engaged?
- How often will you follow up?

6. Convert Leads into Paying Customers

- What strategies will you use to encourage leads to make a purchase?
 - Will you offer special promotions, guarantees, or bonuses?
 - How will you ensure a smooth and pleasant buying experience?
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Phase 3: The "After" Phase – Creating Loyal Customers

7. Deliver an Excellent Customer Experience

- How will you exceed customer expectations?
- What steps will you take to ensure customer satisfaction?
- How will you encourage repeat business?

8. Increase Customer Lifetime Value

- What other products or services can you offer to existing customers?
- Can you introduce subscriptions, upsells, or complementary products?
- How will you maintain long-term relationships with customers?

9. Generate Referrals and Word-of-Mouth Marketing

- How will you encourage happy customers to refer others?
 - Will you create a referral program or offer incentives for recommendations?
 - How will you showcase positive testimonials and reviews?
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Final Step: Put It All on One Page

Now, summarize your entire plan in a simple, one-page format that includes:

- Your target audience
- Your marketing message (USP)
- Your marketing channels
- Your lead capture strategy
- Your lead nurturing plan
- Your sales conversion strategy
- Your customer retention and referral plan

Action Step: Fill in Your Plan Below

Step	Your Answer
Target Market	
Unique Selling Proposition (USP)	
Marketing Channels	
Lead Capture Method	
Lead Nurturing Strategy	
Sales Conversion Strategy	
Customer Retention Plan	

Action Steps: The 1-Page Marketing Plan

Referral Strategy

This simple structure ensures that your marketing plan is clear, actionable, and easy to implement. Fill it in and start growing your business today!