

My 1-Page Marketing Plan

Before (Prospect)	1. My Target Market	2. My Message To My Target Market	3. The Media I Will Use To Reach My Target Market
	<p>Mom entrepreneurs formerly held high level positions (Director, Manager) before taking time off to have children</p> <p>30 - 45</p> <p>Wants to sell expertise to other people. Want to build an online coaching business, but not sure how.</p> <p>Need to be flexible as still have the demands of children.</p> <p>Preferred client is remote with access to internet.</p>	<p>Side Hustle to boss to profitability</p> <p>Grow your audience and income easily</p> <p>Escape 9-5. Take your side hustle to the next level.</p> <p>Side Hustle to six figures.</p> <p>Instil confidence, share my proven method.</p>	<p>Side hustle 2 Expert guide (Lead Magnet)</p> <p>Social media (Instagram / LinkedIn / Pinterest)</p> <p>Google Adwords</p> <p>Speaker Events</p> <p>Podcast</p> <p>Website</p> <p>PR Outreach</p> <p>Blog - Authority and Educational pieces</p> <p>Facebook Group - Live videos,</p>
During (Lead)	4. My Lead Capture System	5. My Lead Nurturing System	6. My Sales Conversion Strategy
	<p>Free resource opt-in: Guide, productivity list and email list building tips.</p> <p>Blog articles: opt-in</p> <p>Free Webinars: opt-in</p> <p>Facebook chat bot</p> <p>Website > CRM > ActiveCampaign</p>	<p>Regular evergreen emails delivered to email list.</p> <p>Smail super signature</p> <p>Pocast</p> <p>Facebook Live Q&A</p> <p>Guest experts</p> <p>Personal replies on social media and via email.</p> <p>Competition</p>	<p>Tiered packages</p> <p>Once off specials for first time</p> <p>Discovery call</p> <p>Reduced pricing and add-ons</p> <p>Customer testimonials.</p>
After (Customer)	7. How I Deliver A World Class Experience	8. How I Increase Customer Lifetime Value	9. How I Orchestrate And Stimulate Referrals
	<p>Getaway Mastermind sessions</p> <p>Introduce to a group of likeminded entrepreneurs with similar experiences to learn from and connect with.</p> <p>Highlight success stories on podcast.</p> <p>Access to a host of experts to master different aspects of business including how-to guides, best practice guides and worksheets to implement.</p>	<p>Additional Guest Experts.</p> <p>Quarterly upsells: Free training for three lucky subscribers.</p> <p>High-value webinars.</p> <p>For those wanting to build a remote team to help them achieve their goals, I'll help with finding the right talent (hiring process).</p>	<p>Ask for referrals in super signature.</p> <p>Joint ventures with complementary experts, so PR professionals, finance gurus, social media, SEO etc</p> <p>Free month with access to expert Guest to entice customer back.</p> <p>30-day money back guarantee</p>