

ONE 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
During (Leads)	4. My lead capture system	5. My lead nurturing system	6. My sales conversion strategy
After (Customers)	7. How I deliver a world class Experience	8. How I increase customer lifetime value	9. How I orchestrate and stimulate referrals

