



## THE ONE-PAGE\* MARKETING PLAN

### WHO:

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AGE: \_\_\_\_\_ GENDER: \_\_\_\_\_ SALARY: \_\_\_\_\_

GEOGRAPHY: \_\_\_\_\_ TITLE: \_\_\_\_\_

INDUSTRY: \_\_\_\_\_ COMPANY: \_\_\_\_\_

OTHER: \_\_\_\_\_

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### WHY:

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**WHAT:**

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**WHERE:**

I will focus my marketing and networking activity on \_\_\_\_\_.

I now have confidence to stop doing all of this: \_\_\_\_\_

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**HOW:**

\_\_\_\_\_ + \_\_\_\_\_

= \_\_\_\_\_

NOTES: \_\_\_\_\_

**WHEN:**

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CONTENT IDEAS: \_\_\_\_\_

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