

# 1 PAGE MARKETING PLAN

## PROSPECT

## LEAD

## CUSTOMER

My ideal customer:

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This is our lead capture system:

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We will wow our customer doing this:

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My message to my audience is:

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This is how we nurture our leads:

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We are adding value to our customers by:

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The channels I will focus on are:

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This is our conversion strategy:

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My ideal customer:

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