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THE 1-PAGE MARKETING PLAN



**Get New Customers, Make More Money,
And Stand Out From The Crowd**

Allan Dib

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Acknowledgements

“If I have seen further than others, it is by standing upon the shoulders of giants.” - Isaac Newton

I wish I could tell you all ideas in this book were my inventions and that I’m some kind of marketing and business genius. The truth though is I’m a collector of elegant ideas. I rarely invent anything and when I do, it’s rarely worth writing about.

An early business mentor of mine, Mal Emery would often say, “I’ve never had an original idea in my life—it’s just too bloody dangerous.” Yet he was and continues to be an extremely successful businessman and marketer. The secret of his success and subsequently mine, was to just model things that were known to reliably work rather than trying to reinvent the wheel.

Reinventing the wheel requires you to be a genius and even then, it carries with it a high probability of failure. I’m no genius and I hate failing, so I prefer to just closely copy the things that made others successful—at least until I’ve got a very good handle on the basics. This tilts the odds in my favor and gives me a high probability of success.

While I did create the system that has become The 1-Page Marketing Plan, many of the direct response marketing concepts that make it work are the invention and ideas of other great business leaders and marketers.

Perhaps I flatter myself but the aphorism, “*Good artists copy; great artists steal.*” repeated by Steve Jobs and attributed to Pablo Picasso is certainly a philosophy I’ve held in mind when collecting these elegant ideas over the years and writing this book. Regardless of whether you consider me a “great artist” or a thief, I want you to benefit from the treasure trove of the proven business building ideas that follow.

Certainly there’s a place for creativity and invention but in my opinion, this should come after you’ve first mastered the basics. This book contains many of those basics. Some come from my own experiences but most from

people who've been "giants" in my business life and on whose shoulders I've stood. In no particular order I'd like to acknowledge:

Mal Emery
Dean Jackson
Joe Polish
Pete Godfrey
Dan Kennedy
James Schramko
Jim Rohn
Frank Kern
Seth Godin

Some have been personal mentors to me, while others have been mentors to me through publications and other works they've produced. I try and credit them in footnotes throughout this book when, as far as I know, an idea I'm presenting has originated from them. However, I'm certain that I've left other people out or not acknowledged enough of the ideas of the people above. When you collect ideas over a period of many years it can sometimes become a blur when trying to recall where one originated. For that I apologize in advance.

The 1-Page Marketing Plan is to be an implementation breakthrough, rather than a new marketing innovation or concept. It's by far the easiest way for a small business to go from knowing nothing about marketing to creating and implementing a sophisticated direct response marketing plan in their business. The plan is literally reduced to a single page.

Please enjoy the ideas in this book and more importantly **implement** them in your business. Remember knowing and not doing is the same as not knowing.

Important: Download your copy of the companion resources for this book at 1pmp.com

Resources include templates and samples of the 1-Page Marketing Plan as well as links, videos and articles referenced throughout this book.

INTRODUCTION

What's This All About?

If I had to summarize the essence of this book in one sentence it would be, “the fastest path to the money.” I’ve purposely put this as early as humanly possible in the book because I don’t want to waste your time.

I know for a certainty that this opening sentence will be off putting to a large number of people and frankly I’d much prefer they read someone else’s business book full of ear-tickling clichés like “follow your passion,” “work hard,” “hire the right people,” blah blah blah.

If that’s what you’re after, then search Amazon. There’ll be a gazillion business books there for you on all these airy fairy concepts and much more, mostly written by professional authors and researchers who’ve never actually built a high growth business.

This book is blatantly and unashamedly about growing your business fast and reaping the rewards of that kind of success.

Running Out Of Oxygen Really Sucks

As Zig Ziglar famously said, “Money isn’t everything...but it ranks right up there with oxygen.”

Yup, nothing—NOTHING—kills a business faster than a lack “oxygen” (aka money).

Why am I so unashamedly focused on the money getting? There are a few good reasons.

Firstly, there’s almost no business problem that can’t be solved with more money. Which is handy because almost every business I know of is full of problems. Money helps you solve the vast majority of things that make business a pain in the backside.

Secondly, when you’ve taken care of yourself, you have a chance to help others.

If you didn’t go into business to make money then you’re either lying or you have a hobby, not a business. And yes I know all about delivering value, changing the world, etc. but how much of that are you going to do if you’re broke? How many people can you help?

When you board an airplane and they’re going through all the safety procedures, the airline attendant will inevitably get to a point that goes something like this:

*“Should the cabin experience sudden pressure loss, oxygen masks will drop down from above your seat. Place the mask over your mouth and nose and pull the strap to tighten. If you are traveling with children or someone who requires assistance, **make sure that your own mask is on first before helping others.**”*

Why fit your own mask before helping others? Because if you’re slumped over your seat suffering from a lack of oxygen;

- a. you can’t help anyone else, and even worse;
- b. we now have to deploy scarce resources to come and help you, otherwise you’ll soon be dead.

Knowing What To Do

In his book titled, *The Book of Survival*, Anthony Greenback wrote;

“To live through an impossible situation, you don’t need to have the reflexes of a Grand Prix driver, the muscles of a Hercules, the mind of an Einstein. You simply need to know what to do.”

The statistics vary on exactly what percentage of businesses fail within the first five years. Some estimates put it as high as 90%. However, I’ve never seen this statistic being quoted at anything less than 50%. That means that if we’re being super-optimistic you have a 50/50 chance of still having your doors open after five years.

However, here’s where it really gets worse. The statistics only take into account businesses that completely cease trading. They don’t take into account the businesses that plateau at a low level and slowly kill or make the lives of their owners miserable.

Have you ever wondered why most small businesses plateau at a mediocre level?

At one end of the spectrum there’s Pete the plumber who works sixteen-hour days, weekends and never takes holidays while barely making enough to keep his head above water. On the other end of the spectrum there’s Joe who runs a plumbing company with twenty plumbers working for him. It seems like his primary business activity is counting the huge sums of money that keep rolling in.

It’s very common for small businesses to never grow past the point at which they generate just enough profit for the owner(s) to make a modest living. It seems that no matter how hard the owner(s) try, their efforts to get to the next level just lead to frustration. At this point one of two things happens. Either they get disillusioned or they just accept their fate—that their business is nothing more than a low-paid, self-created job.

In fact the reality is that many business owners would probably be better off just finding a job in their industry. They would likely work fewer hours, have less stress, enjoy more benefits and more holiday time than in the prison they have created for themselves. On the flip side, there are a few

business owners that just seem to have it all. They work reasonable hours, have a fantastic cash flow from their enterprise and enjoy continuous growth.

Many business owners who are struggling blame their industry. While it's true some industries are in decline—examples such as book stores or video rental stores immediately come to mind. If you are in one of these dead or dying industries it may be time to cut your losses and move on, rather than torture yourself to death financially. This may be particularly difficult if you have been in the industry for a long time.

However, for the most part, when people blame their industry they are just playing the blame game. Some of the most common industry complaints I hear are:

- It's too competitive
- The margins are too low
- Online discounters are taking customers away
- Advertising no longer works

However, it's rarely the industry that is truly to blame, after all there are others in that same industry that are doing very well. So the obvious question is what are they doing differently?

Many small business owners fall into the trap described in Michael Gerber's classic book, *The E-Myth*. That is they are a technician, e.g. plumber, hairdresser, dentist etc., and they are good at what they do. They have what Gerber describes as an "entrepreneurial seizure" and they start to think to themselves, "Why should I work for this idiot boss of mine? I'm good at what I do—I'll start my own business."

This is one of THE major mistakes made by most small business owners. They go from working for an idiot boss to **becoming** an idiot boss! Here is the key point—just because you're good at the technical thing you do doesn't mean that you are good at the **business** of what you do.

So going back to our example, a good plumber is not necessarily the best person to run a plumbing business. This is a vitally important distinction to

note and is a key reason that most small businesses fail. The owner of the business may have excellent technical skills but it's his lack of business skills that causes his business to fail.

This is not meant to discourage people from starting their own businesses. However, you must resolve to become good at the business of what you do—not just the technical thing you do. A business can be an amazing vehicle for achieving financial freedom and personal fulfillment—but only for those who understand and master this vital distinction and figure out what they need to do to run a successful business.

If you're good at the technical thing of what you do but not knowing exactly what to do on the business of what you do is familiar to you, then don't worry, the whole point of this book is to take you from confusion to clarity—so you know exactly what to do to have business success.

Professionals Have Plans

As a kid my favorite TV show was *The A-Team*. In case you've never watched it, I'll give you the executive summary of 99% of the episodes:

1. Bad guys harass and threaten an innocent person or group
2. The innocent person or group begs and pleads with the A-Team to help them
3. The A-Team (a motley bunch of ex-soldiers) humiliate and drive away the bad guys

Episodes would invariably end with Hannibal (the brains of the A-Team) chomping down on his cigar and triumphantly mumbling, "I love it when a plan comes together."



Look at any profession where the stakes are high and you'll see a well-thought-out plan being followed. **Professionals never just wing it.**

Doctors follow a treatment plan.

Airline pilots follow a flight plan.
Soldiers follow a military operation plan.

How would you feel about engaging the services of any of the above professions where the practitioner says to you “screw the plan, I’ll just wing it.” Yet this is exactly what most business owners do.

Invariably when someone makes a mess of something it often becomes clear in the aftermath that they didn’t have a plan. Don’t let that be you and your business. While no one can guarantee your success, having a plan dramatically increases your probability of success.

Just like you wouldn’t want to be on a plane where the pilot hadn’t bothered with a flight plan, you don’t want you and your family relying on a business where you hadn’t bothered with a business plan. Often the stakes are almost as high. Marriages, partnerships, jobs and more are often the casualties of failed businesses.

It’s more than just your ego on the line so it’s time to “go pro” and create a plan.

The Wrong Kind Of Plan

Early into my first business I was smart enough to identify that a business plan was going to be important to my success. Unfortunately that's where my smarts ended.

With the help of a business consultant (who'd never actually run a successful business of his own), I ended up many thousands of dollars poorer but had a document that most business owners never bother with—a **business plan**.

My business plan was many hundreds of pages long. It had graphs, charts, projections and much, much more. It was an awesome looking document but essentially was a bunch of nonsense.

After it was written, I shoved it in the top drawer of my desk and never saw it again until the day we were moving offices and I had to clean out my desk.

I dusted it off, flicked through it and tossed it in the trash angry at myself about the money I'd wasted on that phony baloney consultant.

However, later when I thought about it more carefully, I realized while the document itself was a bunch of nonsense, the process I went through with the consultant was valuable in clarifying some of the key elements in my business, particularly one key section of it called "the marketing plan."

In fact, a lot of what we did to create the marketing plan shaped the business and created much of our future success.

More on this in a moment but for now let me introduce a man and his concept that's going to be the key to your business success.

My Friend Vilfredo Pareto and the 80/20 Rule

I never had the privilege of meeting Vilfredo Pareto, mostly because he died over half a century before I was born, but I'm sure we would have been best buds.

Pareto was an Italian economist who noticed that 80% of the land in Italy was owned by 20% of the population. Hence the Pareto Principle, commonly known as the 80/20 rule, was born.

It turns out the 80/20 rule holds true for more than just land ownership in Italy. It holds true for almost anything you care to think of. Some examples:

80% of a company's profits come from 20% of its customers

80% of road traffic accidents are caused by 20% of drivers

80% of software usage is by 20% of users

80% of a company's complaints come from 20% of its customers

80% of wealth is owned by 20% of people

Woody Allen even noted that 80% of success is showing up.

In other words **the Pareto Principle predicts that 80% of effects come from 20% of causes.**

Maybe it's just my laziness talking, but this gets me seriously excited.

It's often said that necessity is the mother of invention but I'd argue that laziness is and my friend Vilfredo is my mentor in that pursuit.

So essentially you can cut out 80% of the stuff you're doing, sit on the couch eating nachos instead and you'll still get most of the result you're getting.

If you don't want to sit on the couch chowing down on nachos 80% of the time, then doing more of the 20% stuff is your fast track to success. And in this context success = more money with less work.