







One-Page Marketing Plan

 <p>Who is your ideal customer?</p>	 <p>How does your ideal customer describe their problem and the negative effects it's producing in various areas of their life?</p>	 <p>What's the dominant emotion your ideal customer associates with the problem?</p>
<p>UVP What is your unique value proposition?</p>		
 <p>What are your personal marketing strengths?</p>	 <p>What's one marketing activity you will commit to try for at least the next six weeks?</p>	 <p>How and when will you evaluate how well the marketing activity is working?</p>