

CCBC's Center fo Business Innovation

The One-Page Marketing Plan Worksheet 6 W's to Create Your Next Breakthrough

Who?

Who is your ideal target market?

1. Income? Age? Geographic area? _____

2. Gender? Marital status? _____
3. Generation? _____
4. Aspirations? _____

5. Organizational affiliations? _____

6. Role in decision process? _____

7. What do they listen to on the radio? On TV? _____

8. How do they use their computers? Mobile devices? _____
9. _____
10. Democrat? Republican? Tea Party? Libertarian? Independent? _____
11. How do they spend their weekends? _____

What?

| Pain/Problem | Solution | Benefit |
|---------------------|-----------------|----------------|
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Where?

* Where are you most likely to reach him/her?

* Where is your ideal prospect located geographically?

* If you're marketing to businesses, where is your prospect on the organizational chart or in decision-making process?

* What's the best form of communication to reach your prospect?

* What channel (radio, mail, online, phone, networking) will give you the best response? Best ROI?

* Where is your prospect getting information already about similar products or services?

Notes:

How?

How will prospects do business with you?

What can you offer to get prospects to just say maybe? (Free trial, sample, e-book, test drive, etc.)

How can you nurture that relationship? (Follow up emails, phone calls, direct mail offers, etc.)

What can you offer next to get people to say, "YES!"

Map your sales funnel from beginning to end:

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Step 5: _____

What do you need to make that happen?

When?

Begin with the end in mind. What does your marketing and sales funnel look like? Describe it here:

What needs to happen? (Be sure to also include WHO will be responsible for each item).

- * Long-term plan. Defined as: _____

- * Mid-term plan. Defined as: _____

- * Short-term plan. Defined as: _____
