

The One-Page Marketing Plan

10 Point Checklist

Allan Dib

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a 10 point checklist that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“Your job as an entrepreneur is to be an
innovator and a builder of systems.”**

ALLAN DIB

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Start my marketing plan by figuring out the target market and what the messaging should be. When I know who to address and how they communicate, I can more effectively create my message.
- Tap into a market that already has an existing demand. Find the gaps within that niche and provide solutions. This is how I capture people's attention.
- Create a plan that can be implemented right away. A piece of good advice is to always begin with the end in mind.
- Converse with my prospects and make the engagement more personal. Even if it's just my website, my priority is to make my audience feel connected with my brand.
- Focus on ROI through analytics in my marketing efforts so I know which expenses are helping the progress of my business.
- As a business owner, be responsible by understanding the implemented strategies.
- Invest in a team of people who can help implement my company's business and marketing strategies. I can't do everything on my own.
- Create an internal marketing department if necessary. It's good to hire agencies, but if my company is continuously scaling rapidly, an in-house team would be a wiser move.
- Document my strategies to protect my business' sustainability. It's easier to deal with challenges when there's already a guidebook available.
- Grab a copy of Allan Dib's book, [The 1-Page Marketing Plan: Get New Customers, Make More Money, and Stand Out from the Crowd](#).