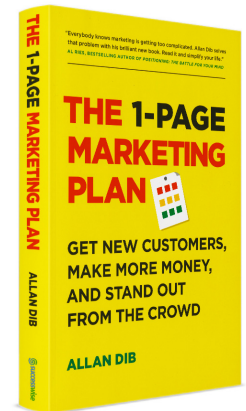


# The 1-Page Marketing Plan

Get New Customers, Make More Money,  
and Stand Out from the Crowd

by **Allan Dib**



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## THE SUMMARY IN BRIEF

Allan Dib, in *The 1-Page Marketing Plan*, contends that a business owner must become good at the business of what they do—not just their technical skill. Professionals don’t just wing it. They ensure the stuff they spend time on makes the biggest impact. By far the biggest leverage point in is marketing.

Dib presents this clear definition of marketing: If the circus is coming to town and you paint a sign saying, “Circus Coming to the Showground Saturday,” that’s **advertising**. If you put the sign on the back of an elephant and walk it into town, that’s **promotion**. If the elephant walks through the mayor’s flower bed and the local newspaper writes a story about it, that’s publicity. And if you get the mayor to laugh about it, that’s **public relations**. If the town’s citizens go to the circus, you show them the booths, explain how much fun they’ll have spending money there, answer their questions, and ultimately, they spend a lot at the circus, that’s sales. And if you planned the whole thing, that’s **marketing**. Dive in to learn “the fastest path to the money.”

## IN THIS SUMMARY, YOU WILL LEARN:

- How to position your company as a big fish in a small pond.
- Why you shouldn’t treat all prospects equally.
- How to position yourself as a welcome guest, not a pest.
- Why building a tribe of raving fans is crucial to your business success.

The marketing process is a journey to guide our ideal target market from not knowing we exist to becoming a raving fan customer. Through this journey there are three distinct phases: Before, During and After.

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## The “BEFORE” Phase

At the beginning of the “before” phase, prospects typically don’t even know you exist. The goal of this phase is to get your prospect to know you and respond to your message.

### Selecting Your Target Market

Selecting your target market is a crucial first step in the marketing process. Doing so will ensure your marketing message resonates, which in turn will make your marketing far more effective.

By focusing on the right target market for your business, you’ll be able to get a better return on the time, money and energy you invest.

With zeal, many business owners try to serve the widest market possible. With this type of marketing, business owners are like an archer in the middle of a dense fog, shooting arrows in every direction in the hope that one or more of them will hit the intended target.

Targeting a narrow market allows you to become a big fish in a small pond, dominating a specific category.

### Crafting Your Message

To stand out from the crowd, you need to craft a compelling message. If you haven’t first clarified in your mind why your business exists and why people should buy from you rather than your nearest competitor, marketing will be an uphill battle.

You need to develop your unique selling proposition (USP). This is where a lot of people get stuck. They say something like “I sell coffee.” There’s nothing unique about that. The entire goal of your USP is to answer this question: Why should I buy from you rather than from your nearest competitor?

A unique selling proposition positions you differently, so that prospects are forced to make an apples-to-oranges comparison when comparing you with your competitor. If they can do an apples-to-apples comparison of you and your competitors, then it comes down to price, and you’re toast. There’s always someone willing to sell cheaper than you.

## Reaching Prospects with Advertising Media

Advertising media is the vehicle you’ll use to reach your target market and communicate your message. It’s typically the most expensive component of your marketing, so it needs to be selected and managed carefully to ensure you get a good return on investment (ROI). The vehicles include radio, direct mail, telemarketing, Internet, TV, and other media.

When it comes to marketing, what gets measured, gets managed. How do you measure the success of a marketing campaign? Here’s the short answer: did the marketing campaign make you more money than it cost you? Another way of putting it is, what was the return on investment (ROI) on the marketing campaign? If it cost you more than you made (or will ever make) on this campaign, then it’s a failure. If it cost you less than the profits you made as a result of the campaign, then it’s a success.

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## The “DURING” Phase

In the “during” phase, you’re dealing with leads, people who know you and have indicated interest in what you have to offer by responding to your marketing message. The successful completion of this phase results in the prospect buying from you for the first time.

### Capturing Leads

Capturing leads in a database system for future follow-up is critical to your marketing success. This is because only a very small percentage of interested leads may be ready to purchase from you immediately. Lead capture is all about properly handling interest and building your future sales pipeline.

In direct response marketing, the purpose of your advertising is to find people who are interested in what you do rather than trying to make an immediate sale from the ad. After doing this, the sale comes (if it’s right for them) as a natural consequence. All other things being equal, the more money you can spend marketing to high-probability prospects, the better your chances are of converting them to a customer.

### Nurturing Leads

Nurturing leads is the process of taking people from being vaguely interested in what you have to offer to desiring it and wanting to do business with you. The process ensures that leads are interested, motivated, qualified, and predisposed to buying from you before you ever try to sell to them.

Joe Girard is known as “the world’s greatest salesman.” He’s sold more retail big-ticket items, one at a time, than any other salesperson in recorded history. Was he selling some amazing new technology that everyone had to have? No. Was he selling to the mega-rich? Wrong again. He sold ordinary cars to ordinary people. Between 1963 and 1978, he sold over 13,000 cars at a Chevrolet dealership. One of the stand-out things that Joe did was to keep in touch with his customers constantly. In marketing, the money is in the follow-up.

What would you guess is the average number of times a salesperson follows up a lead? Once or twice! Fifty percent of all salespeople give up after one contact, 65% give up after two, and 79.8% give up after three shots.

Imagine if a farmer planted seeds and then refused to water them more than once or twice. Would he have a successful harvest? Hardly. Like a farmer, you prepare your prospects to become ready for harvesting. You won’t need to convince or put on a hard sell; the sale becomes the next logical step.

### Sales Conversion

Sales conversion is all about creating enough trust and demonstrating enough value to motivate interested leads to become paying customers. Positioning yourself correctly will make the sales conversion process easy and natural for both you and your customer.

By the time you get prospects to the point of sales conversion, they should already be pre-framed, pre-motivated, and pre-interested. They’ll be asking to buy from you.

Most salespeople position themselves as either desperate beggars or as obnoxious, pushy salespeople using silly outdated “closing” techniques. Others expect sales to happen because of the mere fact that the business exists. Hope is not a marketing strategy!

### The “AFTER” Phase

In this phase, you’re dealing with customers, people who like you and what you have to offer enough to have paid you money at least once.

First, turn your customers into raving fans by delivering a world-class experience. You’ll then find ways of doing more business with them and increasing their lifetime value.

Finally, you’ll create an environment where referrals continually come your way. The goal of this final phase is to get your customers to trust you and buy more from you.

### Delivering a World-Class Experience

By providing a world-class experience, you turn customers into a tribe of raving fans who want to buy from you repeatedly. Most ordinary businesses stop their marketing efforts once they’ve converted a prospect into a customer. This transactional thinking keeps them stuck and puts a firm lid on their business growth. Remarkable businesses get exponential results because each customer they add is not just revenue once, but it’s revenue over and over again because this person becomes an evangelist for the business.

Take the initiative to package up the implementation of your product or service, anticipate roadblocks that will be encountered along the way, and provide solutions to overcome these roadblocks. That’s leadership.

Helping your customers through to achieving results will have a big payoff for both you and them. Not doing so will shortchange both of you. Remember your goal is to create a tribe of raving fans—not just transactions.

The moral of the story is “dig first on your own property when seeking treasure.”

### Increasing a Customer Lifetime Value

Increasing the lifetime value of existing customers is where the real money is made. To do this, you need to have strategies and tactics for getting existing customers to do more business with you. You also need to know, manage and continually improve key numbers in your business.

Russell Conwell’s classic speech “Acres of Diamonds” is about a man, Ali Hafed, who wanted to find diamonds so badly that he sold his farm, left his family, and went off on a search that took him all over the world. His search was futile and led to his demise. Meanwhile, the new owner of his farm discovered “the most magnificent diamond mine in all the history of mankind” right there on the farm that he had purchased from Ali Hafed.

The moral of the story is “dig first on your own property when seeking treasure.” I think this applies perfectly to mar-

keting. Most businesses have a rich “diamond mine” in the form of existing customers that remains largely untapped, yet they leave this “family” of existing customers and spend all their resources on seeking new sources of revenue.

Most businesses are sitting on a veritable diamond mine. A widely quoted statistic is that a person is 21 times more likely to buy from a business they’ve bought from in the past compared with one they’ve never purchased from. That puts you at a huge selling advantage when it comes to your current and past customers.

### Orchestrating and Stimulating Referrals

Notice that the author doesn’t say, “Sit and Wait for Referrals”? He calls the strategy, “Orchestrating and Stimulating Referrals.” This implies that making referrals happen requires something very active on your part.

Think back to the last time you recommended a restaurant to a friend. Were you doing so as a favor to the restaurant owner? In all likelihood, you wanted your friend to have a great experience. You made the referral because it made you look and feel good.

That’s the same concept we want to use in our referral marketing, but rather than waiting and hoping someone discovers and shares us; we want to make it more deliberate and reliable.

Remember the world’s greatest salesman, Joe Girard, introduced earlier? Part of the reason he started sending greeting cards to his list of clients monthly was because of the “Law of 250.” After attending a Catholic funeral, Joe looked into the visitor book and counted the number of people who signed it at each funeral. He noticed that, on average, it was about 250 people. He found weddings

attracted the same average number of guests. From that, Joe figured that every person he did business with represented 250 potential referrals if he did a great job, or 250 enemies if he did a crappy job. This brings us to one of the best strategies for getting what you want in business and indeed in life—just ask.

Many marketing plans begin with branding. However, *The 1-Page Marketing Plan* asserts that when all is said and done, branding is something you do after someone has bought from you rather than something you do to induce them to buy from you. In the same way that you get a sense of someone’s personality after you’ve dealt with them, so too it is with your business and its personality or brand.

Brand equity is the goodwill you build up that compels people to do business with you rather than your competitor. I once heard brand equity described as customers crossing the road to buy from you even though there’s a supplier of an equivalent product on their side of the street. The things in your business that cause customers to figuratively or literally “cross the road” to buy from you are your brand equity.

Remember, no one knows how good your products or services are until after the sale. Before they buy, they only know how good your marketing is.

Put simply, the best marketer wins every time. If you’re serious about business success, then now’s the time to take decisive action. It’s time to decide to become a great marketer and transform yourself from a business owner to a marketer who owns a business.

Once you make this exciting transformation, you and your business will never be the same again.



Allan Dib is a serial entrepreneur, rebellious marketer, technology expert and #1 bestselling author. He helps businesses and entrepreneurs around the world grow fast and build value.

“Everybody knows marketing is getting too complicated. Allan Dib solves that problem with his brilliant new book. Read it and simplify your life.” Al Ries, author of *Positioning: The Battle For Your Mind*.

To learn more about Allan’s marketing strategies, go to **Successwise.com**. To purchase *The 1-Page Marketing Plan*, go to Amazon.com.

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