



Build Your One-Page Marketing Plan

1. The one goal this quarter is actually working toward.

Not three goals. One. Everything else this quarter should serve it.

2. The one audience every tactic this quarter should speak to.

Name the role, not "our customers."

3. The three priorities that earn a place on the plan.

If a fourth priority shows up, something on the list has to go.

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4. The one number that tells you if it's working.

Pick it before the quarter starts, not after.

5. The one thing you're explicitly not doing this quarter.

Saying no on paper makes it easier to say no out loud later.