

The One Page Marketing Leverage Plan Worksheet©



Hungry Fish Profile: Demographics: Age, Income, Job, Geography. Psychographics: Aspirations, attitudes, opinions. Who influences them? What do they read, watch? Where do they hang out? What do they like to do?



PASS Problem Agitate Story Solution – What pains do they have? What success story can you tell?

Messaging



Tripod of Persuasion

Big Zig **Big Zig:** 1. How can you be dramatically different? (Compared to going with a competitor or doing nothing) 2. What is the big emotional hook? 3. What element of curiosity can you use? 4. Where is the drama? 4. What's the single big idea?

POOBA **POOBA Promise Of Overt Benefit:** What is the single grand promise with clear benefit for your hungry fish?

Reason to Believe **Reason To Believe:** What testimonials can you use? Which list? List and overcome objections. Demonstrate how your process works. Quote research that supports your POOBA. What third party endorsement can you get? List the credentials for us and our product or service. How can we reverse the risk to going with us?

Mediums



Irresistible Bait: What great offer can you make? What Free information? What free stuff? What free service? What free experience? If you offer a Free Information then pick a title: The _____ Guide to... / The 10 Secrets of... / What Every _____ Should Know... / The 5 Myths of... / How to ... /What You Must Know Before You... / Five Ways to Lower your _____ & Improve your _____ / The 5 Biggest Mistakes.../



Lead Generation Funnel and Lead Development: Create a flow from generating a lead to developing to leads. What mediums will you use to generate the lead? Example: Direct Mail, SEO, article marketing, networking, events, print advertising, outbound email, outbound social media, pr, public speaking. Will you drive them to opt in to receive more information? What mediums will you use to develop the lead? Ex. Direct Mail, auto-responder emails, mini course, social media, audio, video, webinar, face to face networking, customer appreciation event, educational materials. What database will you use?



Calendar: 81% come after the 5th contact! Create your action plan. Put a timeline in place, list which activities you will do over the next several months. Nurture your prospects and customers. Who will do it? How will you measure success? BE DISCIPLINED and consistent.