\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ One Page Marketing Plan

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| **Before (Prospect)** | 1. My Target Market | 2. My Message To My Target Market | 3. The Media I Will Use To Reach My Target Market |
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|  |  | Landing Pages |
|  |  | Analytics – Effectiveness |
|  |  | Give/Coupon -> emailer |
|  **During (Lead)** | 4. My Lead Capture System | 5. My Lead Nurturing System | 6. My Sales Conversion Strategy |
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| Emailer system | Social Media Repost/VBLOG | eCommerce |
| uLumos CRM | Email-Nurture-Provide Value | Risk Reversal Guarantee |
|  After (Customer) | 7. How I Deliver A World Class Experience | 8. How I Increase Customer Lifetime Value | 9. How I Orchestrate And Stimulate Referrals |
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| Sell Them What They Want but Give Them What They Need | 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 |  |
| Email/Survey/Follow-Thru | uCRM mining data | uLumos Referral System |