

One Page Marketing Plan

Before (Prospect)	1. My Target Market	2. My Message To My Target Market	3. The Media I Will Use To Reach My Target Market
			Landing Pages
			Analytics – Effectiveness
		Give/Coupon -> emailer	
During (Lead)	4. My Lead Capture System	5. My Lead Nurturing System	6. My Sales Conversion Strategy
After (Customer)	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
		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