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The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd



Synopsis

WARNING: Do Not Read This Book If You Hate Money To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Traditionally, creating a marketing plan has been a difficult and time-consuming process, which is why it often doesn't get done. In *The 1-Page Marketing Plan*, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero. Whether you're just starting out or are an experienced entrepreneur, *The 1-Page Marketing Plan* is the easiest and fastest way to create a marketing plan that will propel your business growth. In this groundbreaking new book you'll discover:

- How to get new customers, clients, or patients and how make more profit from existing ones.
- Why big business-style marketing could kill your business and strategies that actually work for small and medium-sized businesses.
- How to close sales without being pushy, needy, or obnoxious while turning the tables and having prospects begging you to take their money.
- A simple step-by-step process for creating your own personalized marketing plan that is literally one page. Simply follow along and fill in each of the nine squares that make up your own *1-Page Marketing Plan*.
- How to annihilate competitors and make yourself the only logical choice.
- How to get amazing results on a small budget using the secrets of direct response marketing.
- How to charge high prices for your products and services and have customers actually thank you for it.

Book Information

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Customer Reviews

There are just some people who have the gift of teaching the most complicated things and making it stupid-simple. There is no more logical, well laid out, common sense book out there today that teaches current marketing strategy.....and the best part is, that it is not theory. This is all real world, tried and true stuff. As a business coach, I'm not sure I'll ever run out of material to teach from this book. I'm so thankful that Mr. Dib decided to write this!

I am developing an online course and I am at the learning-about-marketing stage and have read maybe 5-6 books/kindles now on marketing your online business. This is the latest and I think it might be the last since I think I have the info I need now. This is the only one I've ranked at 5 or ranked at all. It will be the one whose bookmarks I will refer to most. It is the one I did more than just bookmark but learned early in the book to have pencil and paper with me to jot down the must-have notes. I feel confident now that I can market my course successfully. Highly recommend.

As a business owner, marketing is the highest form of leverage you can employ. There's a reason Steve Jobs always approved every piece of marketing material put out (even when they were the largest company in the world). This book does an amazing job of taking a broad topic of "Marketing" and make sense of it all, especially concepts for a small to medium business (not Nike or any form of brand advertising). This is not a marketing textbook where the tactics they employ require millions to make a dent. This book makes perfect sense and breaks it down into easy to understand chunks. If you need your marketing dollars to be an investment (positive ROI) and not an expense (negative ROI), this is the book. Without a doubt, the best marketing book I've read. It's exactly what I was looking for and I'm glad I bought it. Author clearly knows what he's talking about (just read the sample and you'll see what I'm talking about). Don't hesitate to buy this book, it's as legit as they come. I will be re-reading it over and over to suck all of the knowledge out of it.

Now that I have read Allan's new book, it has created even more clarity around the principle of "simplify for more". If you want to learn how to create a simple yet powerful marketing plan that you, your team, your bank and your accountant will love to use, Allan's is his strategy. In fact, buy your accountant and banker a copy. Easy reading with simple clear step by step how to.

I want to thank Allan for bringing such a great value to the market place. As a business owner I can appreciate this book as a savior to say the least. Is not easy to maintain a business, be in top of your customers' minds, delivering 1st class service while trying to market for new customers. Your 1

page marketing template covers all. Easy to understand and a must for anyone with the intentions to own a business not a job. THANK YOU! I will recommend your book to just about anyone and everyone. This is a must read. (And implement) I can't wait to start acting upon your valuable advise. God Bless.

Wow! This is a life saver, now my biggest problem is to conquer my inertia and laziness. Finally I see a clear track to follow in improving our business. Thank you very much from a not really easy market...Szabolcs Cimmer, Serbia

My only complaint is that it advises to build your own website or hire overseas, I am a web designer and at least half of my clients are people who have tried those 2 options and it didn't go well. Even with a great looking template you will never be able to make it look like the demo unless you are a web designer. Otherwise you will end up wasting a lot of time, getting very frustrated and calling someone like me anyway. And hiring people in India may be ok for graphics, but web design will be a hassle and waste of money, I've been there too many times. I am still giving it 5 stars because I loved everything else about the book. What attracted me to this book is the promise of a 1 page marketing plan because I am a serial planner, however once I make dozens of pages of plans, I never look at them again. A 1 page marketing plan was exactly what I needed in order to get the job done efficiently. And this book is sooo much more than that, it will open your eyes to how many better ways you could be marketing and running your business. Easy to read and follow, great research and examples and it takes a lot of the fear of the unknown out of your psyche. Being a business owner and trying to stand out amongst millions of competitors daily is a daunting task, this book makes the task way simpler and explains every point flawlessly. Thank you Allan Did, your book is worth its weight in gold.

I've been in the marketing business as an owner of a small ad agency for 40 years, and on the client side as a marketing director, and as professor of marketing teaching college--not a better more accurate marketing book to read. And I read at least 2 business books per week.David Jewell

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