

# One Page Marketing Strategy

## PROSPECTS



### 1. Your ideal prospect and their pain points

Who do you most like working with?

Are they from a vertical or industry?

Or do they share a challenge, problem?

What are their pain points?



### 2. How do you solve the pain points of your ideal prospect?

Why would someone switch to you?

Do you have a specific solution to a prospect's issue?

How do you make a prospect's ears prick up?



### 3. Prospect Map - Where does your ideal prospect hang out?

Where are they physically located?

Can you find their contact details?

Do they attend events/conferences?

Who do they trust? Who influences them?

What groups do they belong to?

## LEADS



### 4. How will you turn prospects into leads?

Website calls to action?

Lead magnets?

Email marketing/lists

Social

Advertising

Referral partners for example, banks

Events / webinars



### 5. How will you nurture your leads?

People buy when they want to

How will you nurture leads in your funnel?

Content play - like biz plan course

Will you call leads?

What technology do you need?  
Do you have an email marketing system?

- Follow you on social
- Creating great content
- Invite leads to an event



### 6. How will you turn leads into clients?

What's your meeting/demo?  
Can't just hope people will call you

What offers will you make?

Every piece of marketing you do should have a call to action

## CLIENTS



### 7. How do you keep your customers happy?

What do you do to create a great client experience?



### 8. How will you get more sales from existing clients?

Do all of your clients know about all of your services?

Are there new services you could easily offer?



### 9. How do you get clients to give you referrals?

Do you have a system or is it ad-hoc?

How do you make it really easy?

What referrals do you give to them?