

The One-Page Marketing Plan Kit

Know exactly who you sell to, what to say, and where to say it. Follow the order below. You do not need to read everything before you start.

YOUR FIRST HOUR, STEP BY STEP

- 1 Fill in 'The One-Hour Plan' first. It is the plan itself, on one page.
- 2 Start with the Checklist. It is the one-page plan: audience, goals, message, channels.
- 3 Read the Guide (about 10 minutes) to see how each part of the plan fits together.
- 4 Fill in the Workbook to describe your ideal customer and write your brand voice.
- 5 Use the Prompts to turn your notes into customer profiles and message ideas with AI.
- 6 Pick tools for research and tracking from the Toolstack.

WHAT IS IN THIS KIT

New	The One-Hour Plan	6
Checklist	Every step on a few pages, tick as you go	5
Guide	The method, step by step	21
Workbook	Fill-in exercises for your own business	17
Prompts	Copy-and-paste prompts for ChatGPT or Claude	9
Toolstack	Tools to use, many with free plans	9
Ebook	The full book, for the complete picture	49

For your own use: print or save as many copies as you need for yourself or your team. Please do not resell, share or post the files. These are practical tools, not a promise of results.

Questions about your order? Message us through Whop (it is in your purchase receipt). · The Upward Co., tools for building upward.

Your one-page plan

1. WHO

One type of customer. Age, job, situation, where they live or work.

2. THEIR PROBLEM

In their words. What they'd type into Google at 11pm.

3. YOUR PROMISE

The result you help them get, in one sentence.

4. YOUR OFFER AND PRICE

What they buy first, and what it costs.

5. WHERE THEY ARE

Two places at most: a platform, a place, a group.

6. YOUR MESSAGE

The one thing you'll say again and again.

7. HOW YOU CATCH THEM

Freebie, enquiry form, booking link or shop.

8. FOLLOW-UP

What happens next: emails, a call, a reminder.

9. ONE NUMBER TO WATCH

Enquiries, bookings or sales per week.

10. THIS MONTH'S ONE ACTION

The single thing you'll do first.

MARKETING PLAN SIMPLIFIED CHECKLIST

Purpose:

This checklist is designed to help you create a one-page marketing plan that will streamline your marketing efforts and drive business success. Following these steps will help you craft a marketing strategy that is precise, adaptable, and aligned with your business goals.

1. Identify Your Ideal Customers

- ☐ Analyze your current customer base to determine who your most profitable and enthusiastic clients are.
- ☐ Develop 2-3 detailed customer personas using data from surveys, social media insights, and website analytics.

2. Craft Your Unique Value Proposition (UVP)

- ☐ Define the specific problem you solve for your target market.
- ☐ Highlight the key benefits of your offerings and what makes you different from competitors.

3. Create a Consistent Brand Voice

- ☐ Review your brand values and audience preferences to define your brand voice.
- ☐ Document your brand voice with clear examples and do's/don'ts for consistency across all channels.

Understanding Your Ideal Customer

Exercise 1.1: Customer Persona Development

Create a detailed customer persona for your business using the following template:

Name: _____

Age: _____

Occupation: _____

Income: _____

Location: _____

Interests: _____

Pain Points: _____

Purchasing Habits: _____

Preferred Communication Channels: _____

Exercise 1.2: Customer Research Methods

Match the research method to its description:

1. Surveys
2. Social media analytics
3. Website analytics
4. Sales records analysis

A. ____ Gather information about followers' demographics and behaviors

B. ____ Understand who's visiting your site and what content they're engaging with

C. ____ Identify patterns in purchasing behavior and customer lifetime value

D. ____ Learn about customers' demographics, interests, and

Actionable Prompts

1. Identifying Your Ideal Customer

1. "Based on my current customer data [insert brief overview of your customer base], help me create a detailed customer persona. Include demographics, psychographics, pain points, and preferred communication channels."
2. "Analyze this list of my most profitable clients [insert list] and identify common characteristics that could help refine my ideal customer profile."
3. "I want to create a survey to gather more information about my target audience. Given my business type [insert business type] and current understanding of my customers [insert brief description], suggest 10 key questions to include in the survey."
4. "Using this customer persona [insert persona details], help me brainstorm 5 content ideas that would resonate with this audience and address their specific pain points."
5. "Based on my ideal customer profile [insert profile details], recommend 3 social media platforms where I'm most likely to reach this audience effectively."

2. Crafting Your Unique Value Proposition (UVP)

1. "Help me create a compelling UVP for my business. Here's what we offer: [insert product/service description], our target market is [insert target market], and our key differentiators are [insert unique features or benefits]."
2. "Review my current UVP: [insert current UVP]. Suggest