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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 a *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

I have read a lot of marketing books and remained hopeful when I purchased this one that perhaps I would find a book worth reading. Most of what I have read falls in the old genre I made a million selling swamp land and so can you. They promise the stars and deliver the swamp. No value. I was skeptical but hopeful. The Jerry McGuire line "you had me at hello" was appropriate for me in what I think of this book. From the very beginning this no nonsense and no BS approach to sharing a playbook how to actually build a marketing strategy was invaluable. My MBA marketing courses didn't teach me as clearly as this book did. I cannot recommend this book highly enough and book 5 copies for my employees. No more random acts of marketing for me...Ron HurstPresidentDeveloping Leaders Inc.

Absolutely loved this book! No fluff, straight to the point priceless information! It's one of those books you carry with you after you've read it because you love going through it. Read it to find out what "hopium" is and once you learn you'll tell all of your friends.

This book is very well organized regarding the steps one must take in any company to go about doing a marketing plan. It explains why you must invest time and effort in the most tedious aspects of a marketing plan. It delves briefly in other areas just for context. I have a masters degree in marketing and found this book extremely helpful and concise. I enjoyed reading it and a light bulb kept lighting up on how organized the author made the plan. I vigorously recommend this book to any entrepreneur or marketing professional.

"I'm not new to marketing, but this book brought some much needed strategic clarity to my somewhat dated marketing ideas and methods. The author gives no-nonsense advice that cuts through the clutter and makes implementation seem doable instead of overwhelming. I first listened to the book on audio, but then decided it was a "must have" for my business reference library and

bought the hard copy also. I highly recommend The 1-Page Marketing Plan by Allan Dib!" - Lynne Most

Concise and clear, to the point without loads of bombast. I've already implemented a few of the ideas in this book, and saw a huge return. I don't need to say more, following the theme of clarity and specificity, with details that are easy to grasp, follow, and implement. 5 stars way up. I've read many, this one is king! Get it, and get started!

I've been in business for 27 years and run a very successful company. But I would have been 10 time more successful if this book were written and published 25 years ago. Cuts through all the clutter out there about marketing and gets straight to the heart of making marketing work to drive sales. But at the same time, doesn't loose sight of all the pieces that make up marketing, but focuses them and puts them into real nuts and bolts context.

I have read great books about marketing and building a small business for years. Allan Dib has given us a great one here. So much immediately applies to my real estate business and it's continued growth and development. I recognize a lot of points I've learned from a variety of sources as I read this. If you want to read just one book about marketing your small business, he's packed this one with a great blueprint for action!

As the author puts it the book is "unashamedly about growing your business fast and reaping the rewards". It acknowledges that potential customers are broadly speaking in three states before they know you, they know you, and might make their first purchase in the future and after they've bought from you. The book makes it clear that treating potential customers without considering these states is foolish, first because there isn't the same level of understanding and trust (I don't treat a stranger the same way I treat a long time friend) and second because its much more likely that a repeat customer will buy more from me than a new potential customer. I would definitely recommend this book, it focuses on what's important in marketing and gives plenty of sensible advice. Disclaimer: I'm an Engineer.

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