

The book was found

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

Paperback: 224 pages

Publisher: Successwise (January 18, 2016)

Language: English

ISBN-10: 1941142990

ISBN-13: 978-1941142998

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (164 customer reviews)

Best Sellers Rank: #14,973 in Books (See Top 100 in Books) #13 in [Books > Business & Money > Industries > Retailing](#) #144 in [Books > Business & Money > Marketing & Sales > Marketing](#)

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 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 use Allan's 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 maintained a business, be in top of your customers mind, 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

[Download to continue reading...](#)

The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From The Crowd Money: Saving Money: The Top 100 Best Ways To Make Money & Save Money: 2 books in 1: Making Money & Saving Money (Personal Finance, Making Money, Save Money, Wealth Building, Money) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing

For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today (Edition 3rd Updated) by Levinson, Jay Conrad, Perry, David E. [Paperback(2011)] HOW TO MAKE MONEY ONLINE: Learn how to make money from home with my step-by-step plan to build a \$5000 per month passive income website portfolio (of 10 ... each) (THE MAKE MONEY FROM HOME LIONS CLUB) Succeed in Your Medical School Interview: Stand Out from the Crowd and Get into Your Chosen Medical School Feed A Starving Crowd: More than 200 Hot and Fresh Marketing Strategies to Help You Find Hungry Customers Money: Saving Money: Success: Get More Money & Success In Your Life Now!: 3 in 1 Box Set: Money Making Strategies, Saving Money Strategies & World's Best ... Tips for Personal Finance & Life Success) Great Legal Marketing: How Smart Lawyers Think, Behave and Market to Get More Clients, Make More Money, and Still Get Home in Time for Dinner Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Six-Figure Musician: How to Sell More Music, Get More People to Your Shows, and Make More Money in the Music Business: Music Marketing [dot] com Presents Money Management Tips: Control Money Don't Let It Control You (Budgeting your money, How to save money tips, Get out of debt fast, Live cheap, Debt free, Spend less) Money: Mindset - The 7 Step Money Mindset Formula That Will Help You Think & Produce Like A Millionaire (Mindset, How to Get Out of Debt, Financial Freedom, ... Make Money Online, Investing for Beginners) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social

