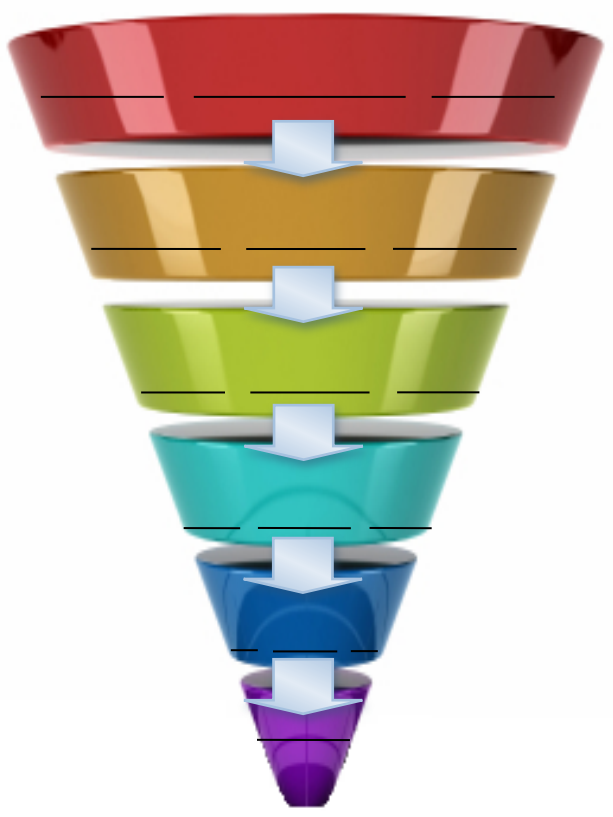


MY 1 PAGE STRATEGIC MARKETING PLAN

Sales Goal for Year _____ - WHAT?	PAID OFFERS – WHAT Price Points?	Free Lead Magnet(s) – WHAT Hooks?
		
Outcome Goal for Year _____ - WHY?		Wow Factor/Trust Factor – WHY?
Customer Avatar(s) – WHO?		List Growth – HOW?
Customer Reach – WHERE?	Conversion/Enrollment Strategy – HOW?	
	Monthly Target Numbers:	
	Marketing Tools:	