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your business by just 10%, you can multiply your profits. Allan Dib in his book "The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From The Crowd" suggests using a marketing plan that fits on a single page, is a table of nine squares, and is compiled in a short time. 1-Page Marketing Plan - Marketing Psycho Here's why: a one-page marketing plan forces you to develop a razor-sharp focus for what's actually important to your business, and then act on it. As a small business owner today, you've got countless marketing options to choose from. [Free Download] A One-Page Marketing Plan Template You'll ... Here's what a blank template of The 1-Page Marketing Plan looks like: ACT I—The "Before" Phase In the "before" phase, you're dealing with prospects. Prospects are people that may not even yet know you exist. "The 1-Page Marketing Plan" by Allan Dib Book Summary 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. The One Page Marketing Plan takes the core components of an effective marketing plan and condenses them onto a single page. This is intentional as it forces you to focus on what matters; what are the essential elements that will make a difference and move the needle. It focuses, clarifies, and simplifies your marketing planning and actions.

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