

One-Page Marketing Plan

Everything a one-person business needs to stay focused, on one page. Fill it in, keep it visible, review it every quarter.

POSITIONING STATEMENT

I help _____ achieve _____ through _____.

TARGET CUSTOMER SNAPSHOT

Who they are (role, business type, situation): _____

Their biggest problem right now: _____

What they've already tried (that hasn't worked): _____

Where they spend time, online or off: _____

3 MARKETING GOALS

Goal	Number	Review by

3 CONTENT PILLARS

Topic	Why my customer cares

CHANNEL PLAN

Primary channel: _____ Weekly time budget: _____ hrs

Secondary channel: _____ Weekly time budget: _____ hrs

LEAD CAPTURE

Where interested people land: _____

What happens next: _____

WEEKLY MARKETING ROUTINE — 2 HOURS, TIME-BOXED

- 15 min — Review last week's numbers (visits, replies, sales)
- 30 min — Write and schedule posts for your primary channel
- 15 min — Post once on your secondary channel
- 30 min — Reach out to 3 people (reply, comment, or a DM)
- 15 min — Follow up with anyone who showed interest
- 15 min — Check progress against your 3 goals

QUARTERLY REVIEW — EVERY 3 MONTHS

1. Which pillar or channel brought the best leads?
2. Which goal did I hit, miss, or need to change?
3. What took more time than it was worth?
4. What's one thing to try next quarter?

EXAMPLE — FILLED IN (FICTIONAL)

Priya Shah · Shah Web Studio

Freelance web designer — a made-up business, shown only to illustrate a good answer.

POSITIONING STATEMENT

“I help small service businesses achieve a website that brings in leads without a monthly retainer through fixed-price, fast-turnaround web design.”

TARGET CUSTOMER SNAPSHOT

Who: local service business owners (contractors, therapists, consultants) with no marketing staff

Biggest problem: an outdated or DIY site that doesn't turn visitors into calls

Already tried: a friend's help, a \$19/month builder, then gave up

Where: local Facebook groups, Google reviews, referrals from other owners

3 MARKETING GOALS

Goal	Number	Review by
Book discovery calls	4 / month	Monthly
Grow email list	+25 / quarter	Quarterly
Publish case studies	1 / month	Monthly

3 CONTENT PILLARS

Topic	Why my customer cares
Before/after site makeovers	Wants proof it works
Common website mistakes	Wants to avoid looking amateur
How pricing works	Nervous about cost surprises

CHANNEL PLAN

Primary: LinkedIn — 3 hrs/week · Secondary: Email newsletter — 1 hr/week

LEAD CAPTURE

Lands: a “get a free site review” form on the homepage

Next: auto-reply with a booking link, personal follow-up within 24 hours

QUARTERLY REVIEW (FILLED IN)

Best leads: before/after posts on LinkedIn, by far

Goals: hit discovery calls, missed the email list — lowered to +15

Not worth it: daily posting; switched to 3x/week

Try next: a short case-study email series