One-Page Marketing Plan

Fill it in, print it, put it where you'll see it. Review it on the date in box 6.

1 Goal

One number and a date. Example: 40 booked jobs a month by March 31.

2 Audience

Who buys, where they are, and what makes them pick up the phone.

Who

Where

Why they buy

3 Monthly budget and split

Total ad spend first, then where it goes. Percentages should add up to 100.

Total per month $ Agency / management fee $

Channel	% of spend	$ / month	Job it does

4 Channels: what each one is for

Pick 2–3 to start. One to be found, one to be remembered, one to bring people back.

5 What to measure

The numbers you'll check every month. Count booked jobs, not clicks.

Measure	Target	Where to find it

6 Review date

When you'll look at the numbers and change the plan. Put it in your calendar now.

First review Then every Owner