

# CCBC's Center fo Business Innovation

## The One-Page Marketing Plan Worksheet 6 W's to Create Your Next Breakthrough

### Who?

Who is your ideal target market?

1. Income? Age? Geographic area? \_\_\_\_\_  
\_\_\_\_\_
2. Gender? Marital status? \_\_\_\_\_
3. Generation? \_\_\_\_\_
4. Aspirations? \_\_\_\_\_  
\_\_\_\_\_
5. Organizational affiliations? \_\_\_\_\_  
\_\_\_\_\_
6. Role in decision process? \_\_\_\_\_  
\_\_\_\_\_
7. What do they listen to on the radio? On TV? \_\_\_\_\_  
\_\_\_\_\_
8. How do they use their computers? Mobile devices? \_\_\_\_\_
9. \_\_\_\_\_
10. Democrat? Republican? Tea Party? Libertarian? Independent? \_\_\_\_\_
11. How do they spend their weekends? \_\_\_\_\_  
\_\_\_\_\_

# What?

Pain/Problem	Solution	Benefit

# Where?

\* Where are you most likely to reach him/her?

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\* Where is your ideal prospect located geographically?

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\* If you're marketing to businesses, where is your prospect on the organizational chart or in decision-making process?

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\* What's the best form of communication to reach your prospect?

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\* What channel (radio, mail, online, phone, networking) will give you the best response? Best ROI?

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\* Where is your prospect getting information already about similar products or services?

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Notes:

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# Why?

Why will someone want to do business with you?

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**What can you say in one sentence (aka: your 30-second elevator pitch) that says: “We’re different from everyone else and here’s why!”**

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# How?

How will prospects do business with you?

What can you offer to get prospects to just say maybe? (Free trial, sample, e-book, test drive, etc.)

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How can you nurture that relationship? (Follow up emails, phone calls, direct mail offers, etc.)

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What can you offer next to get people to say, "YES!"

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Map your sales funnel from beginning to end:

Step 1: \_\_\_\_\_

Step 2: \_\_\_\_\_

Step 3: \_\_\_\_\_

Step 4: \_\_\_\_\_

Step 5: \_\_\_\_\_

What do you need to make that happen?

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# When?

**Begin with the end in mind. What does your marketing and sales funnel look like? Describe it here:**

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What needs to happen? (Be sure to also include WHO will be responsible for each item).

\* Long-term plan. Defined as: \_\_\_\_\_

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\* Mid-term plan. Defined as: \_\_\_\_\_

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\* Short-term plan. Defined as: \_\_\_\_\_

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