

GPS ONE-PAGE DIFFERENTIATION STRATEGY

SCARY BIG GOAL

Words you own (Mine are Strategic, simplify, focus.)'

| CORE Profit Customers (who) | CORE Profit Program/Product (what) | Brand Promise | KPIs |
|-----------------------------|------------------------------------|---------------|------|
| | | | |

Brand Differentiator: (NOT your education, years of service, or your proprietary solution)

Your Money-Making ONE Phrase – (meeting the wants of your small fanatical audience)

Your Differentiating Activities: (things your competition won't do or can't do w/o great expense)

- 1.
- 2.
- 3.

Profit Per X (what ONE metric will you focus on to measure your success)

GPS ONE-PAGE MARKETING PLAN

| | | | |
|--------------------|-------------------------|--------------------------------|----------------------------|
| BEFORE Prospect | My Target Market | My Message to My Market | The Media to Reach |
| DURING Lead | Lead Capture | Lead Cultivate | Sales Conversion |
| AFTER Customer | WOW Experience | Increase CLV | Stimulate Referrals |