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## One page marketing plan

Name \_\_\_\_\_ Date \_\_\_\_\_

Goal (e.g. increase revenue by 10% next year or maintain stable income in the next 6 months or cross-sell legal services to Client x)

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Target clients (by name where possible, or by title, e.g. COOs of real estate development firms)

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Hours per month budgeted to implement this plan \_\_\_\_\_

Action items (These should include specific and measurable deadlines e.g. hold 10 marketing meetings with target clients by June 30)

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How to measure progress (You should evaluate the progress and success of your plan within 30 to 90 days. If your goal will take longer than 30 to 90 days to achieve, measure leading indicators such as the time you spend and the number of meetings you hold.)

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