

# The One Page Marketing Cheatsheet

The One Page Marketing Cheatsheet is a snapshot of my proven and effective **"Marketing Masterplan"** method. Working through each stage step by step will help you craft a strategic and high-converting marketing campaign and help you generate more leads, customers, and sales.

## 5-PART "MARKETING MASTERPLAN" METHOD



### Model

Clearly define what you sell or offer. How will you price it? What makes it different/better than others?

### The Power Of An Irresistible Offer

Spend time working on your offer and messaging so your customers have ultimate clarity on how you can help them.



### Market

Who is your Ideal Customer Avatar? That perfect fit customer that loves you? What do your best customers have in common?



### Message

What is your target markets Miracles (wants, dreams, goals, desires) and Miseries (pains, problems, fears, frustrations)?

## COPYWRITING TIPS

### Before - After - Bridge

B: Here's your current world ...  
A: Imagine life without (problem)  
B: Here's how to get there.

### Problem - Agitate - Solve

P: Identify the problem.  
A: Agitate the problem.  
S: Solve the problem.

## A New Way Of Marketing

Marketing is about communicating value to your customers. It's about taking the first step to show them that you understand, show them you care, and show that what you have can help.



### Media

Where is your market present and active online? What kind of media do they prefer (video, audio, text)? When and how often will you communicate?



### Machine

What does the process look like for them to become a customer? How will you attract them, engage them, and convert them?

## Example: C.A.S.E. Funnel

A sample funnel for coaches/consultants/creators, agencies, service professionals, and experts.



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