THE **NON-OBVIOUS**® **1 PAGE** MARKETING PLAN (DIRECTIONS)

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The Message:
What will we say and how will we say it?

The Customer Persona:
Who are we trying to reach and what do they believe?

The Action or Belief:
What do we want our audience to do or say or believe as a result of our efforts?

The Destinations:
Where are we sending them to further engage with us?

The Drivers:
What channels and tactics will we use to reach them?

The Intended Result:
What do we hope to achieve and what tangible result will we look for to know if our efforts worked?

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