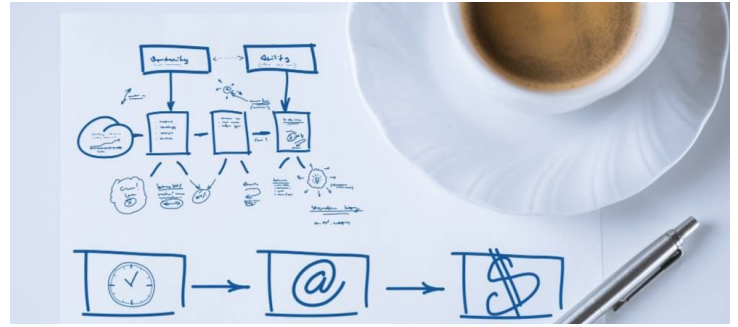


shoestring 101



The **SS101 One-Day Business Plan** is actually a *marketing plan*, that you can complete in 24 hours.



Use this single checklist to map out your next two years of marketing activities and search for YOUR "Pot of Gold": a **clear path to success**.

The **One-Day Business Plan** is fully explained in videos and PDFs you'll find posted in the free Facebook group. Go to <https://www.facebook.com/groups/1daybizchallenge/> to watch how to complete all ten checkpoints, **FREE!**

- Understand **M³: Market, Medium, Message**
 - Free video
 - Evaluate which of the three "M's" YOUR marketing needs work

- "**Client Crush**": How to Identify YOUR Ideal Client (and Reach More Like Her)
 - Avatar interview sheet PDF [free download]

- The **Shotgun/Laser Principle** for finding where your target market hangs out
 - Video explanation of Shotgun/Laser
 - Cheap or Free Resources for Your "Laser"

- Test** Your Marketing Message
 - "Crapstastic Platforms": Cheap or Free ads to try without risking your ad budget
 - Refine your understanding of your Market and the Message they respond to

- Craft a Winning Business Facebook Page**: Easy design (or remake) in 15 minutes
 - Rachel Miller's "Bumper Sticker" strategy

- SEO: Get on the **First Page of Google Results**, Without Spending a Dime
 - Do NOT hire a SEO specialist or a social media manager
 - Enter "hack local search" into Google ⇒ Get 7 Steps to Hack Google for a Free Front Page Listing

- Develop Your USP**: Unique Selling Proposition
 - 5 Step process

- Words that Sell**: Be Your Own Copywriter With Fill-in-the-Blanks "Marketing Mad Libs"
 - 4 Statements Plus 1 Question Formula: over one million dollars in sales (so far)!
 - The RTO Formula
 - Straight Benefit Formula

- GEO**: the "Good Enough Offer"
 - Market research that pays YOU

- The POT of GOLD...**
 - The five-figure per month principle
 - Self-Liquidating Sales Funnel
 - Make Every \$1 in Ad Spend = \$2 in Profit

Remove ALL the **guesswork**,

save a **huge amount of \$\$** on hit-or-miss ads, and

FINALLY get results without feeling like a sneaky salesman. Join the group <https://www.facebook.com/groups/1daybizchallenge/>