

**THE ONE PAGE**

# **BREAKTHROUGH MARKETING PLAN**

*by Dennis Sullivan*



# **The One-Page Breakthrough Marketing Plan**

## **6 W's to Create Extraordinary Sales**

*by Dennis J. Sullivan, President*

*Copyright 2020*

**ISBN-13: 978-1475129229**

**ISBN-10: 147512922X**

*Introducing...*

# **The One-Page Breakthrough Marketing Plan**

## **6 W's to Create Extraordinary Sales**

*by Dennis J. Sullivan, President*

Everyone one of us *wants* to make things as simple as possible.

Yet, we seem to spend much of our time doing just the opposite and complicating things.

Take marketing. There are volumes of books, manuals and courses that have been developed over the years teaching the principles and tactics of developing a marketing plan. I know. I've spent a lot of late nights reading them.

But I didn't have the time or patience to continue with them and more importantly, they didn't work! They were so complicated that they were ineffective.

But as I began working on marketing and turning around products and launching new ideas, I found myself coming back to the same formula again and again – and best of all, it worked! Best of all, the formula wasn't complicated and anyone could follow along and build their own marketing plan from scratch.

This is the same strategy that one client used to increase sales \$1.3 million! And it's the same approach another client used to increase sales \$500,000. Those are just a couple from the dozens of success stories I could share. It doesn't matter what industry you're in, whether you're using print advertising, sales, online ads or social media or whether you're a one-person shop or you have thousands working with you ... this approach works anywhere, anytime!

## **All the best marketing principles on ONE page...**

For nearly two decades, I've been testing the formula, modifying it and reorganizing it to come up with a Marketing Planning model that includes all the steps and the most important questions to answer – all in ONE document. You no longer have to sort through pages of notes or start and stop a brainstorming session to make sure you're following the process.

Everything is all in ONE place so you can easily see how your plan is evolving.

That's not all that makes it unique. It works for every product or service, and in every situation, whether you're looking to market a new product, market an existing service or turn one around. It works! How do I know?

Because we use it every day with our clients at [Breakthrough Pros](#) and it's based on my prior experience working with some of the most innovative companies in the country.

The **One Page Breakthrough Marketing Formula** takes some of the best marketing practices that have been proven to work for centuries and combines them with more recent solutions I've developed to increase sales. For instance, increased competition in just about every industry means marketers need to focus more attention than ever on building relationships with prospects and customers, developing trust and always making sure they can come to you again and again.

Plus, the formula allows you to create multiple offers and multiple messages. It just depends on how creative you want to be. And finally, the **One Page Breakthrough Marketing Plan** ensures you have the resources to accomplish your goals and that you develop a timeline to hold yourself – and everyone else – accountable.

The entire plan can be summed using what I call the 6 W's – Who. What. Where. Why. How (there's a "w" in there!). And When. Don't worry. This e-Book will walk you through the process to make sure you get the most out of the model.

It's my sincere hope that you find this tool as valuable as we've found it to be for us and our clients.

Plus, as a reader of this e-Book you also qualify for a FREE consultation to help you get started. More about that in a moment. But first, I want to present the ***One Page Breakthrough Marketing Plan...***



# The One-Page Breakthrough Marketing Plan

## 6 W's to Create Extraordinary Sales

<p><b>1. Who?</b> Who is your ideal target market?</p>	<p><b>2. What?</b> What problems or pain is your target market experiencing? What solutions can you offer? How will your target market benefit from your solutions?</p> <p>Pain? _____ Solutions? _____ Benefits? _____</p>
<p><b>3. Where?</b> Where will you grab the attention of your prospects?</p>	<p><b>5. How?</b> How will customers do business with you?</p> <p>Step 1 _____ Step 2 _____ Step 3 _____ Step 4 _____ Step 5 _____</p>
<p><b>4. Why?</b> Why will someone want to do business with you?</p>	<p>How will you make it happen? What do you need?</p>
<p><b>6. When?</b> What do you need to accomplish and WHEN in order to bring your breakthrough to market?</p> <p>Short-term _____ Mid-term _____ Long-term _____</p>	

## How to use the One-Page Breakthrough Marketing Plan

To help guide you through the process, here are the key questions and ideas to consider as you develop your marketing strategy.

**IMPORTANT:** We recommend that you begin with the first steps – Who? And What? – before proceeding from there with the remaining steps in the process. Feel free to move through the formula as issues and solutions come up. You may even find yourself jumping back and forth between steps and that’s okay too.

This tool is intended for use as a brainstorming exercise so you have the flexibility to move through it as inspiration strikes. To complete the entire formula can take anywhere from a few hours to a few days. Take as much time as you need. You’ll be glad you did.

### STEP 1: Who? Describe your ideal target market.

Most business owners make the mistake of first trying to market what they want to sell based on what *they* think. But history is filled with lots of great ideas that have failed.

Why? Because the idea was based on what the business owner thought would work – not on what customers wanted or needed.

A better way to market a product or service is to ALWAYS focus first on **WHO** you want to target in your

market. And the more narrowly you can define your market the better.



**Example:** Best Buy has identified several specific markets they want to target in their advertising and sales messaging. Their stores even have names referred to internally that are tailored to meet the needs of their market segments.

A “Jill” store, for example, is marketed specifically to soccer moms who usually hate shopping for tech products so it features softer colors in its ads, a kids’ technology department and personal shopping services. A “Buzz-oriented” store, however, is a young male tchnophile who is searching for the newest gadgets so

## **12 key questions to ask as you determine WHO you want to serve:**

1. Who are your most loyal and profitable customers already?
2. Who would you like to serve?
3. What are your prospects’ income levels? How much can they spend on your product or services?
4. How old are your target prospects?
5. What are their aspirations?
6. If it’s a B2B market, what are their titles in the organization? Do they have spending authority? What is their role in the purchase process?
7. If it’s a B2C market, who is most likely to make the purchase decision? For whom are they buying the product or service? Why are they buying the product or service?
8. What do you think your ideal prospects are looking for in your product?
9. From whom do your prospects also buy similar products? Why do they buy from your competitors?
10. How do your prospects prefer to get information about similar products or services?
11. What don’t your prospects like about other products or services currently available?
12. What are your prospects’ political views? Conservative? Liberal?

it features the latest tech products and promotes images of other young men sampling the newest video games on big flat TV screens while comfortably sitting on a leather sofa. Soon after launching the initiative, Best Buy’s same-store sales increased 3.2% and gross profits rose 24.5%



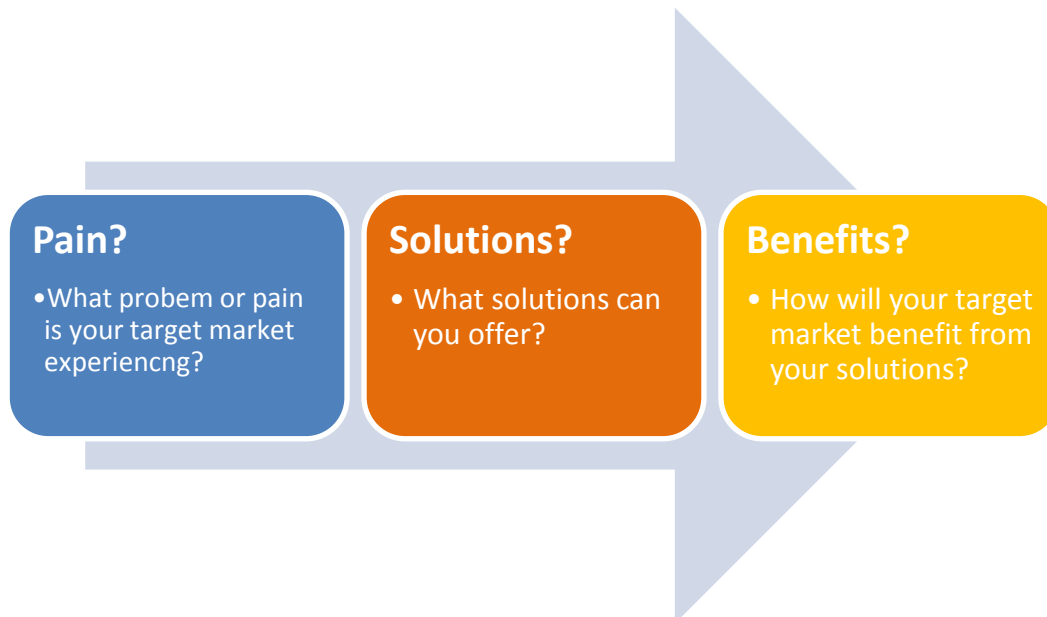
Remember, the idea is to be as specific as you can. Your goal is not to be all things to all people. Your goal is to target a very specific group of people who share similar wants and needs so you can focus your marketing message to that specific niche.

"You've got to start with the customer experience and work back toward the technology - not the other way around."

*Steve Jobs, CEO, Apple  
May 1997, World Wide Developers Conference*

## STEP 2: What?

***What's their pain? What are your solutions? What are the benefits?***



Resist the temptation to start developing the product or service you plan to offer. Instead, continue to focus on the WHO – your target market. This is critical. Because you have to first identify your target market's wants or needs.

To answer that question you must know about the pain or problems they're experiencing. Just about every successful product or service on the market today solves a want or a need.

**Follow these 3 steps in order:**

**Step 1:** Determine your ideal prospects pain or problems. Ask yourself, what is keeping your prospects up at night? What do they worry about?

**Step 2:** Ask yourself: What solutions can we offer to ease that pain or solve the problems our ideal prospects are facing?

**Step 3:** And finally, list the benefits your prospects will get as a result of the solution you offer.

Here are several examples to help get the creative juices flowing ...

<b>Pain</b>	<b>Solution</b>	<b>Benefit</b>
"I need a new job."	Monster.com	Easy to use, online job listings.
"I need a vacation."	Carnival Cruises	Fun, relaxing, exotic get-aways.
"I want to hang a picture."	Craftsman	Affordable, reliable tools.
"I need money for college."	Refinancing services	Use my home equity for cash.
"I want a car for my family."	Dodge Caravan	Plenty of room and affordable.
"I need help with marketing."	Breakthrough Pros	Consulting/marketing services.
"I need driving directions."	Garmin GPS	Turn-by-turn driving directions.
"I need to improve my credit."	Credit Repair Services	Expert help; better rates.
"I want a computer."	Dell.com	Built-to-order PCs.

## STEP 3: Where?

### Where will you grab your prospect's attention?

By now, I'm sure you're already starting to think about how to position your products and services. That's good. You've already determined WHO you'll market to and WHAT types of pain or challenges your target market is experiencing as well as the solutions you can offer and the benefits you can promote. Next, you need to figure out WHERE you'll market your products and services.

Again, you need to think about your target market. WHERE does your prospect "live"?

Of course, you can answer that question geographically and that's something you want to consider. But more importantly, it's about figuring out where your prospect "lives" in terms of receiving your marketing message. Where is your marketing or advertising most likely going to grab the attention of your prospect? In the car, on the radio? At home, in the mail? At the office, in the mail or on the phone? Online? In the living room, on TV? Where would they most likely be receptive to your message?

Don't make the mistake of just coming up with what you think will work best based on how you buy.

Instead, put yourself in the shoes of your ideal prospect. (By the way, we deliberately use the singular form of the word prospect because we want to think in terms of a person – not a group of people so you stay focused on the ideal person you want to serve.)

**NOTE:** For most small and mid-size businesses good, old-fashioned direct mail is still one of the most profitable methods of marketing. For the price of a



stamp and printing you can get your message in front of a very targeted audience. Online advertising, specifically email advertising, is also another excellent channel for marketing *if* you have a list.

As you think about your ideal prospect, ask yourself:

- Where are you most likely to reach him/her?
- Where is your ideal prospect located geographically?
- If you're marketing to businesses, where is your prospect on the organizational chart?
- What's the best form of communication to reach your prospect?
- What channel will give you the best response? The best ROI?
- Where is your prospect getting information already about similar products or services?
- What has worked best in the past with similar prospects?

List the channels of communication you can use to market your product or service. Then, determine which channels will give you the best response.

## **STEP 4: WHY?**

### **Why will someone want to do business with you?**

This is one of the most important questions you can ask. Why? Because it goes to the heart of branding – that ONE most important thing that makes your business or product different from everyone else.

Every successful business has a brand image or what's often called a Unique Selling Proposition (USP). This is where breakthroughs begin to happen. It's the ONE thing that makes you stand out from the competition and boldly and proudly says: "We're not like the rest and here's why!"

So what's the ONE thing that makes you stand out from the competition?

**IMPORTANT:** This should not be 3, 4 or 5 things that you feel makes you different. You may need to jot down as many as you can think of to get started. Your goal, however, is to come up with the ONE most powerful thing that will grab s someone's attention.



So whenever your prospect thinks of a product or service in your category, he or she will think of you first.

This is more than just a slogan or tag line. This is a reason that people should do business with you, which you can sum up in just a couple sentences that will either make someone buy or become intrigued enough to say, "Tell me more!"

#### **Here are some questions to get you started?**

- Why did you create the business or product in the first place?
- What are you most passionate about in your business?
- What gives you an edge over the competition?
- Why do customers buy from you? What do they say in their own words?
- What keeps your customers coming back?
- How does your mission, vision or values set you apart?

#### **Here are a few examples of branding statements:**

**"We've been asked by a lot of people how we've grown so quickly, and the answer is actually really simple... We've aligned the entire organization around one mission: to provide the best customer service possible. Internally, we call this our WOW philosophy."**

*Zappos.com*

**“With every pair you purchase, TOMS will give a pair of new shoes to a child in need.”**

*TOMS Shoes*

**“Honest Tea creates and promotes delicious, truly healthy, organic beverages. We strive to grow with the same honesty we use to craft our products, with sustainability and great taste for all.”**

*Honest Tea*

## **STEP 5: HOW?**

### **How will customers do business with you?**

### **How will you make it happen?**

This step is broken into 2 parts. In the first part, you want to ask yourself, “How will customers do business with us?” What steps do you want customers to take with you?

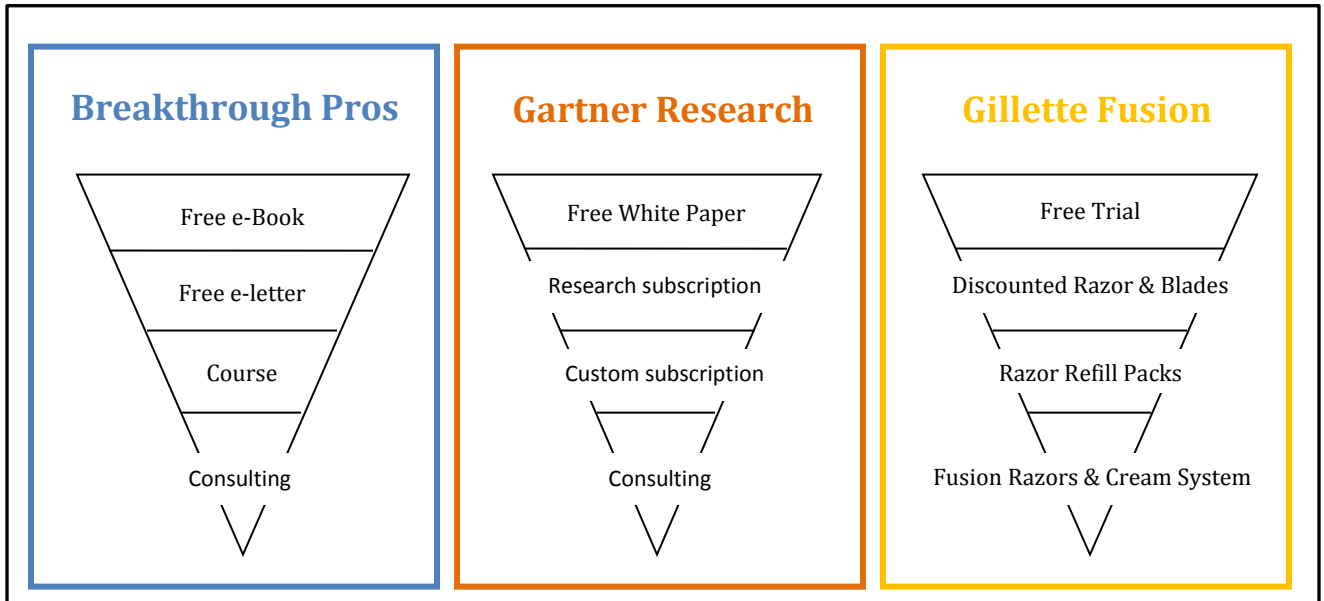
For example, do you want them to first call to make an appointment with you? Do you want them to go to a website to make a purchase? If you need to develop a qualified list, do you want to first offer a FREE e-book, white paper or report on your website? What’s the next step you want them to take after they go to your website or call? If you’re asking prospects to come into your store, what’s the next step you want buyers to make? Is there another product or service at a higher price you could offer?

For most products or services, you can use what we call a Funnel System.

The Funnel System begins with an easy first step you ask prospects to make, which may include downloading a FREE report, accepting a free gift or sample or participating in a trial offer. Once you’ve successfully built trust and a relationship with the prospect, ask them to take a next step with you and offer a low price do-it-yourself (DIY) product followed by higher priced do-it-for-you

(DIFY) offer. As the relationship deepens prospects become more loyal. As a result, they'll buy more and make more expensive purchases from you.

But it's important to list every step in the process. The following are examples of Funnel Systems for Breakthrough Pros, a B2B company, Gartner Research and a B2C company, Gillette and its Fusion Razor System.



**HOW will you will make each step in your funnel system happen?**

What do you need? Do you have the capital you need to build every step in the process? Do you have the technology to support you? Do you have the people you need? Do you have the marketing expertise? Do you have the lists you need? Do you have Customer Relationship Management technology to support your Funnel System? Do you have the copywriters and designers you need to create your marketing? How much will it cost? What do you need to get a return on your investment?

“The secret of getting ahead is getting started.

The secret to getting started is breaking your complex overwhelming tasks into small manageable tasks and then starting on the first one.”

-- Mark Twain

## **STEP 6: When?**

### **When will you bring your breakthrough to market?**

Nothing will get done unless you put deadlines to each stage of the process. Eventually, you'll want to get much more detailed down to the exact dates you want each action and task fulfilled.



To begin, it's best to simply categorize the actions that need to be completed in the short-term, mid-term and long-term. For many of our clients,

short-term is defined as within one month. Mid-term is defined as within 3 months. And long-term is defined as within 6 months. Your time frame will of course vary depending on the level of complexity, the type of product or service and how quickly you need to bring the breakthrough idea to market.

Be sure to go back through each item listed in the WHAT and HOW sections and determine what tasks need to occur and by when. Also, include who is responsible for making sure each action item happens.

\*\*\*\*\*

The process is proven to work. Whether you follow it step-by-step or skip around as inspiration strikes it doesn't matter. This is meant to be used as a brainstorming tool so don't get bogged down in rules or processes. Instead, use the **One-Page Breakthrough Marketing Plan** as your guide to make sure you're answering the most important questions as you build your promotion campaign.



We recommend that you go through this planning tool for every new promotion and for every new product. How much time you spend on each step may vary, but it's important that you make sure each area is addressed.

In some cases, the process may take less than an hour. In other cases, it may take several days. The amount of time you spend will depend on your experience with the product, your knowledge of the market and your understanding of what you plan to offer.

If you're working with a group of people every person on the team should have a copy of the One –Page Breakthrough Marketing Plan in front of them so they can see the steps involved and can take notes. If you're a team of one that's no problem. Just use the tool to guide you and when you're finished, you'll have a complete marketing plan ready to go.

Got questions or concerns? Check back often at [BreakthroughPros.com](http://BreakthroughPros.com) where you'll find plenty examples of how the *One-Page Breakthrough Marketing Plan* can be used with various promotions and products to help you.

## **Need more? Talk with the Pros...**

Need help developing your next Breakthrough Marketing Plan? Got a plan but not sure how to implement it? Want expert advice to help bring your breakthrough ideas to market?

At Breakthrough Pros we work with a variety of clients in many different industries so we know what's working and what's not. Most likely, we can help you too.

As you can see, we're absolutely committed to one thing – creating sales!

Fortunately, we have a proven system for generating leads, nurturing those leads and converting them into sales based on more than two decades of helping small- and mid-size businesses grow.

## **Plus, you also get a FREE 2-hour phone consultation**

As a reader of this special e-Book, you also qualify for a **FREE 2-hour phone consultation** to help you get started. This **Quick-Start Consultation** is regularly priced at \$1,500 but it's available to you through this one-time offer for FREE. Just call 41-529-8854 to schedule your FREE consultation.

## **About Breakthrough Pros**

Breakthrough Pros is a full-service marketing and consulting agency helping businesses increase their sales.

Just as we tell our clients, "Don't try to be all things to all people" we also try to deliver the very best service in just 3 primary areas:

- 1. Lead Generation**
- 2. Sales Conversion**
- 3. Product Launches**

These are our strengths. We help small and mid-size businesses grow by creating an innovative sales funnel based on best practices that generates highly qualified leads, nurtures them and converts those leads into sales. Whether businesses are looking to turnaround existing products or launch new ones, Breakthrough Pros can help.

Founded in 2007 by Dennis Sullivan, Breakthrough Pros was a dream for many years while helping to launch new businesses and turn around others at some of the country's fastest growing companies.

Dennis is well-known in the publishing industry as a "turnaround artist" from his work at United Communications Group and Agora Inc. helping to revive struggling products with innovative branding and compelling marketing based on his customer-centric business philosophy.

That philosophy is what makes his clients thrive today. Call it our secret sauce or our formula. It's what continues to make the company – and clients – so

successful. As he says, “Everything begins and ends with the customer. Without the customer, we have nothing.”

Whether you’re looking to generate new leads, convert more leads into sales or launch new products, Breakthrough Pros can help you develop innovative solutions – and deliver extraordinary results.

**Call TODAY 410-529-8854 for a FREE Quick-Start Consultation & Discover How to Create Extraordinary Results**

## About the Author



Business owner, coach/mentor, turnaround artist, marketing guru, conference king, and publishing expert are just some of the titles colleagues refer to Dennis Sullivan.

He's also a college professor of business management and marketing with an MBA in Finance from Johns Hopkins University.

What impresses most people about Dennis is that he not only has the skills to implement projects but he also has the creativity and business sense to develop the strategy necessary to create the vision for the project. These unique skill sets have evolved from an impressive background that began as an award-winning journalist at several newspapers in Maryland.

From there, he went to serve as editor and eventually publisher at United Communications Group, the 5th largest B2B publisher in the U.S. It was here where he learned the secret sauce of marketing as well as building and launching new products.

Afterwards, he went to Agora Inc. in Baltimore an innovative B2C publisher where he ran the editorial and marketing side of its health publications division and helped turn it around within 18 months.

He left that to start what is now Breakthrough Pros working with dozens of clients in North America who are looking for solutions to their toughest marketing challenges. And when Dennis isn't doing any one of those things you can find him either in the college classroom teaching, or on the lacrosse field coaching or at home working any number of "honey-do" projects.



**BREAKTHROUGH**  
**MARKETING PROS**