

THE ONE WEEK MARKETING PLAN

The Set It & Forget It Approach For Quickly Growing Your Business

MARK SATTERFIELD

MARK SATTERFIELD is founder and CEO of Gentle Rain Marketing, Inc., a marketing services company. He has more than 20 years practical experience in helping business owners attracting new prospects and turning them into paying clients. Prior to founding Gentle Rain Marketing, Mark Satterfield held executive positions with PepsiCo and Kraft Foods. He also was Director of Career Services at Emory University's School of Business. He is the author of eight books including *Unique Sales Stories* and *Power Prospecting*. Mark Satterfield is a graduate of Washington University and Browne & Nichols.

The Web site for Gentle Rain Marketing is at www.GentleRainMarketing.com.

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MAIN IDEA

Most small- to medium sized enterprises struggle to develop a workable marketing plan but it really isn't difficult. In fact, all it takes is one week to get your marketing set up. You then keep progressively fine-tuning and boosting to get it working better.

To set up a workable marketing plan in five days (one work week) follow this sequence:



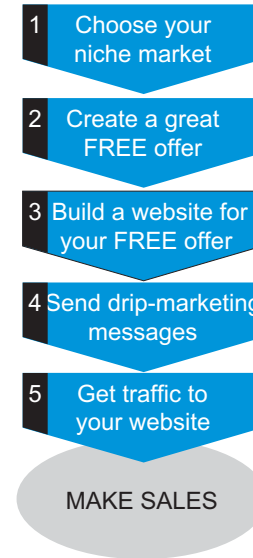
Marketing doesn't have to be expensive, time-consuming or complicated. The key to succeeding with marketing is to focus on getting your system working rather than trying a series of unconnected marketing activities.

"The success of any company depends upon having a consistent flow of new prospective clients. Unfortunately, far too many businesses rely solely on their existing clients and referrals as their primary methods for getting new business. The One Week Marketing Plan is about gaining visibility in your niche market, educating people about the problems you solve, and having clients call you about how you can help them."

– Mark Satterfield

1. The Basic One Week Marketing Plan. Pages 2 - 5

To get a robust marketing plan up and running in just one week, the steps you need to follow each day are:



2. Strategic Marketing Boosters. Pages 5 - 8

Once you have your marketing plan in place, there are twelve strategic marketing boosters you can use to make your marketing more effective. Each of these boosters should be able to be implemented in eight or so hours or less. Try experimenting with one booster each month after you implement the One Week Marketing Plan and see which ones produce the best results for your business.

1	2	3	4
Social media I	Social media II	Blog	Video marketing I
Use Google+, LinkedIn and Facebook	Start using Twitter, hashtags and HootSuite	Start a blog and write about your niche	Pick a topic and write a script for a video
5	6	7	8
Video marketing II	Video marketing III	Publicity I	Publicity II
Create your own promotional video	Post your promo video to YouTube	Come up with hooks to pitch the media	Send out press releases using those hooks
9	10	11	12
Direct mail I	Direct mail II	Joint ventures I	Joint ventures II
Identify some mailing lists you can use	Send sales letters out to your mailing lists	Make a list of potential joint venture partners	Reach out to the people you want to work with

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