

# The One-Page Marketing Plan

Map your entire year in 60 minutes. | Message first. Then content. Always in that order.

THE HAVEN AGENCY

thehavenagency.com

COMPANY: \_\_\_\_\_ DATE: \_\_\_\_\_ COMPLETED BY: \_\_\_\_\_

## STEP 1: CLARIFY THE MESSAGE

### What You Do

*The coffee-shop version. Clear, human, jargon-free.*

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### Why You Exist

*The founder story. The real reason this matters.*

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### What Your Audience Struggles With

*Think like a third party. What keeps them up at night?*

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### YOUR ONE-LINER:

*Problem you solve + Solution you offer + Result they get. This is the filter every piece of content runs through.*

## STEP 2: MAP THE SALES CYCLE

Q1			Q2			Q3			Q4		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Q1 PRIORITY: <hr/> <hr/>			Q2 PRIORITY: <hr/> <hr/>			Q3 PRIORITY: <hr/> <hr/>			Q4 PRIORITY: <hr/> <hr/>		

## STEP 3: AUDIT YOUR FOUNDATION

**Website reflects your current message?**

*If someone lands on your homepage, do they understand what you do in 5 seconds?*

**Brand messaging documented and consistent?**

*Same story across website, social, email, and sales conversations?*

**Analytics and tracking in place?**

*Can you measure what's working and what isn't?*

**IF YOUR FOUNDATION NEEDS WORK:** That becomes your Q1 priority. Fix the message and website before launching ongoing content.

## STEP 4: BUILD THE MONTHLY ENGINE

### 1 PRIMARY PIECE

Blog, video, article, or guide

Answers a real question your audience is asking. Demonstrates your expertise. This is the anchor that everything else supports.

### 1 DISTRIBUTION CHANNEL

Email, social, paid, or organic

How does this content reach people? Creating it is half the job. Getting it in front of the right audience is the other half.

### SUPPORTING MICRO-CONTENT

Social posts, clips, quotes, teasers

Stretch your primary content across the full month. Stay visible between the big content drops. Keep the rhythm going.

**Remember:** Marketing compounds. The first few months build the foundation. The payoff comes at month 6, 9, 12 when everything starts reinforcing itself. Make the plan. Commit to the process. Give it runway.