**ONE-PAGE MARKETING PLAN FOR CHANGEMAKERS**

**1. SEE THE BIG PICTURE**

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| **Your buyer persona’s**  |
| * ***Who are they?***
 |  |
| ***What problems do they have that you are solving?*** |  |
| **Your product or service** |
| ***How your product or service is solving problems of your customers?*** |  |
| **Your core marketing message**  |
| ***How you’re going to present the uniqueness of your product or service and show its importance to your customers?*** | **A picture containing map  Description automatically generated** |

**2. YOUR MARKETING PLAN**

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| **Your marketing goal** |
| ***Set a specific marketing goal: What, How, How much, When, you’re going to reach?*** |  |
| **Your marketing action plan** |
| ***What will be your next three steps to reach your goal?***  |  |
| ***What marketing channels you will be using?*** |  |
| ***How you’re going to estimate that you’re going in the right direction?*** |  |