

# THE ONE-PAGE MARKETING FRAMEWORK

## PHASE 1 — DISCOVERY · Steps 1–6

### STEP 1

#### Define Your Segment

Who specifically does your business serve best? Consider these four lenses:

- › Demographics — age, gender, income, education, occupation
- › Geographic — where do they live, work, or spend time?
- › Psychographic — values, lifestyle, personality, risk tolerance
- › Behavioral — how do they buy, how loyal, what benefits do they seek?

Your answer:

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### STEP 2

#### Map the Problem

What are people in this segment looking for? Map the before and after state:

- › Have/not have — what do they lack that prompts action?
- › Do/not do — what can't they do because of this problem?
- › Feel/want to feel — what's the emotional gap?
- › Barriers — what's preventing them from solving it?
- › After state — what does life look like once it's solved?

Your answer:

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### STEP 3

#### Build Your Avatar

Make your segment one specific, named person. Most businesses have more than one — do several.

- › Name, age, job, family situation, daily routine
- › Their #1 frustration and their #1 goal
- › Could be a real client, a composite, or a former version of yourself
- › Before creating anything, ask: would my avatar care about this?

Your answer:

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Complete all six steps before moving to Phase 2

### STEP 4

#### Understand Current Solutions

What is your customer already using? Think broadly — competition is anything they might choose instead:

- › Direct competitors — others who do exactly what you do
- › Indirect competitors — adjacent solutions, same problem
- › The status quo — doing nothing, DIY, or a free alternative
- › What do those options offer that yours doesn't? Be honest.

Your answer:

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### STEP 5

#### Define Your Solution

Describe what you offer as a response to a real problem — not a features list, an answer to a need:

- › Not mattresses — better sleep. Not a gym membership — more energy.
- › How does your solution specifically remove the barriers from Step 2?
- › What does the customer get, feel, and do differently because of you?

Your answer:

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### STEP 6

#### Articulate Your Value

Before you can express your brand, know what you're actually selling beyond the product itself:

- › Functional — saves time, reduces effort, simplifies, reduces risk
- › Emotional — reduces anxiety, wellness, fun, nostalgia, access
- › Life-changing — motivation, hope, self-actualization, belonging
- › Social impact — self-transcendence, community, giving back

Your answer:

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# THE ONE-PAGE MARKETING FRAMEWORK

## PHASE 2 — EXPRESSION · Steps 7–10

Only begin here once Phase 1 is complete

### STEP 7

#### Build Your Brand Identity

One positioning sentence from everything in Phase 1. Internal use — your North Star, not your pitch.

- › Template: "For \_\_\_\_\_ who wants \_\_\_\_\_ but \_\_\_\_\_,"
- › "[your brand] is the solution because \_\_\_\_\_."
- › If you can't complete this cleanly, go back to Phase 1.
- › This is not a tagline. It guides every marketing decision you make.

Your answer:

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### STEP 8

#### Write Your Tagline

Seven words or fewer. Speak to the customer, not about you. If you confuse, you lose.

- › "Save money without thinking about it." — Digit
- › "The smartest way to get around." — Uber
- › You have less than a second. Make it count.
- › Solve their problem — don't describe your product.

Your answer:

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### STEP 9

#### Messaging & Channels

Where does your customer spend time and how will you reach them? Build a strategy per channel.

- › Options: Facebook · Instagram · LinkedIn · YouTube · Email · Podcast · Billboard · PR
- › Will you have an ad budget? What is your spend per channel?
- › What is your messaging strategy per channel — does it match your avatar?
- › Eight-second rule: if you don't hook them instantly, you've lost them.

Your answer:

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### STEP 10

#### Set Your Success Metrics

Define what winning looks like before you start. This is a moving target — adjust as you learn.

- › Revenue goal · number of clients · sessions per week · conversion rate
- › No first plan is ever accurate. Use this as your North Star to stay focused.
- › Revisit and adjust quarterly. The goal isn't perfection — it's direction.

Your answer:

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