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| **COMPANY X – One-Page Attack & Conquer Plan Example/Template** | | | |
| **RALLY CRY** | ***BE BULLISH & WIN!*** | | |
| **CORE VALUES** | | **Curious** – We always ask what happened, why and what we can do to make it better  **Fearless** – We are not afraid to try something new and take on any challenge  **Strategic** – We stay focused on the big picture and always think two steps ahead  **Creative** - The best way to deal with problems is to think of an answer no one thought possible | **GOALS & ACTIONS** |
| **Goals for 2018 – Achieved by 12/20/18**   |  | | --- | | 30% Growth | | 25%+ Profit | | No customer loss | | 14 national PR releases and national paid media campaign | | Have the entire organization aligned, in rhythm and focused on activities to meet and or exceed our goals |   **Actions to be achieved by or before 3/20/18 (Q1)**   |  | | --- | | Finalize and implement marketing, sales, PR and account retention/growth plans. | | Optimize operations and delivery to ensure 25%+ profit | | Complete all client quarterly business reviews and present all clients with additional ways to grow their business. | | Hire a PR and marketing firm, build out PR/marketing strategy and plan, execute 4 releases. | | Clearly communicate to the entire company the one-page attack & conquer plan and then implement micro-plans that latter up to the One-page. Incentives everyone and hold everyone accountable. | |
| **WHO**  **WHAT**  **WHY** | | **Who you are** - The performance marketing & conversion optimization agency for x  **What you do** – We use digital marketing to generate qualified leads and sales for our clients  **What proof do you have?** – We improve on average our clients result s by 40%  **Why you do it** – We believe that digital marketing is the future and most effective way to market  **Why people want it** – We are the thought leaders in our space and are so confident in our results that we will work based on pay-per-performance. We don’t WIN unless our clients WIN. |
| **REVENUE**  **FOCUS** | | ***75% of everyone’s time needs to be spent on revenue generating activities.***  ***Everyone should be using the Money Sheet every day.*** |
| **Rock Solid Foundation of Alignment, Ongoing Communication, Daily Rhythm and Measurement.** | | | |

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