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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**

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| 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)**

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| 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.  |

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| **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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