STRATEGY
REPU**T**ATION
VISU**A**LITY
AUTHE**N**TICITY
IDEAL LEA**D**S

ONE-PAGE MARKETING PLAN™

DISTINCTI**O**N
P**U**RPOSE
MINDSE**T**

TwinEngine™

DO YOU FEEL LIKE YOU ARE MISSING OUT ON OPPORTUNITIES? HAS THE COMPETITIVE LANDSCAPE MADE IT HARDER TO STAND OUT FROM THE COMPETITION AND GET NOTICED? DO YOU WANT TO KNOW WHAT MAKES YOUR BUSINESS TRULY DISTINCT SO IT STANDS OUT?

WHAT YOU NEED NOW IS A PLAN OF ACTION. THIS ONE-PAGE MARKETING PLAN™ GUIDES YOU TO:

- ☐ Increase exposure of your company's authentic personality.
- ☐ Uncover big sky ideas.
- ☐ Build stronger relationships internally and externally.
- ☐ Communicate your company's unique qualities and differentiators.
- ☐ Align internal and external messaging.
- ☐ Focus your strategy to key activities that lead to specific results.
- ☐ Target and nurture your ideal leads.
- ☐ Build a high level plan that can be measured.

The One-Page Marketing Plan™ is both a tool and a process. Developed by the team at TwinEngine, it provides the ability to organize the key components of a brand marketing plan based on the Eight Fundamentals of Standing Out in Business. These include: Purpose, Reputation, Visuality, Authenticity, Ideal Leads, Distinction, Strategy and Mindset.

As a tool, the instructional guidelines begin with The Brand Traffic Control assessment where you and your team will evaluate your current strengths in each of the essential components of standing out. Based on the Eight Fundamentals, the tool will help you conceptualize your organizational purpose and what you stand for, how this translates in to your distinct advantage as a company, dictates who are your ideal leads, what is your authentic messaging, your brand positioning in the market place, your brand persona, both internal and external, the key issues you are facing in your industry niche and off the radar opportunities you may be overlooking.

As a process, the brand truths you uncover will lead you to determine your number 1 goal and the top 5 initiatives that will take your company to a Stand Out position. You and your team will define lead strategies, key campaigns with big sky ideas designed to help you take off, wing earners and quarterly targets.

The process is a dynamic one, not static. The plan is designed to be a baseline from which to start the process, but one which will be revisited, at least quarterly, to remain accountable and to stay on course. The system provides a basis and structure from which to align your business strategies and goals with your marketing efforts to get you where you want to go.

Preparation:

- [ ] **Download and read *Stand Out – The Executive Summary:*** Go to www.TwinEngine.com/BTC.
- [ ] **Take the Brand Traffic Control Assessment**: go to www.TwinEngine.com/BTC to assess what areas of The 8 Fundamentals you need to strengthen.
- [ ] **Read the book *Stand Out:*** To order copies, go to www.TwinEngine.com/BTC or Amazon.com.
- [ ] **Brand Intelligence:** Review online intelligence relative to your brand, business, key employees and industry.
- [ ] **Competitive Intelligence:** Review online intelligence of the competition.
- [ ] **Schedule a planning meeting with your team.**

Stand Out **– the book:** You may have a solid business strategy and plan, an excellent product or service, talented and dedicated employees and a rockstar sales and marketing team—you may be doing all these things right, but if you don't stand out, you lose. This book offers a new perspective and a clear and structured approach to mastering how to stand out, be remembered, and become a trusted and preferred choice of customers and prospects. You will stand out from the competition when you know your distinct advantage as a brand and learn how to leverage it successfully. **To order a full copy of the book: TwinEngine.com/StandOut.**

THE ONE-PAGE MARKETING PLAN™

BRAND TRAFFIC CONTROL: ONE-PAGE MARKETING PLAN

ORGANIZATIONAL PURPOSE — 2

DISTINCT ADVANTAGE — 3

BRAND POSITIONING — 4

REPUTATION · VISUALITY · AUTHENTICITY · PURPOSE · MINDSET · STRATEGY · IDEAL LEADS — 1

BRAND TRAFFIC CONTROL

BRAND PERSONA — 5

WHAT WE STAND FOR — 6

BIG SKY IDEA — 7

IDEAL LEAD — 8

LEAD STRATEGY — 9

KEY MESSAGES

OFF RADAR OPPORTUNITIES — 10

KEY CAMPAIGNS — 11
1, 2, 3, 4, 5

TAKE OFF CAMPAIGN

KEY ISSUES

KEY METHODS
1, 2, 3, 4, 5

TOP 5 — 12
1, 2, 3, 4, 5

NUMBER 1

WING EARNERS
1, 2, 3, 4, 5

QUARTERLY TARGETS
1, 2, 3, 4, 5

One-Page Marketing Plan™: Each activity is numbered with brief instructions. If you have questions and/or need help building your plan contact StandOut@TwinEngine.com.

Components include:

- ☐ Organizational Purpose
- ☐ Distinct Advantage
- ☐ Brand Positioning
- ☐ Brand Persona
- ☐ What Do You Stand For
- ☐ Brand Traffic Radar
- ☐ Ideal Lead
- ☐ Big Sky Idea
- ☐ Lead Strategy

- ☐ Key Messaging/Methods
- ☐ Off Radar Opportunities
- ☐ Key Campaigns
- ☐ Take Off Campaign
- ☐ Key Issues
- ☐ Top 5
- ☐ Number 1
- ☐ Wing Earners
- ☐ Quarterly Targets

One-Page Marketing Plan™: For an editable PDF of the One-Page Marketing Plan, go to www.TwinEngine.com/BTC. If you need help building your plan contact StandOut@TwinEngine.com.

BRAND ✈ TRAFFIC CONTROL: ONE-PAGE MARKETING PLAN™

ORGANIZATIONAL PURPOSE

_____
_____
_____
_____
_____
_____

DISTINCT ADVANTAGE

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

REPUTATION   VISUALITY
PURPOSE   AUTHENTICITY
MINDSET   IDEAL LEADS
STRATEGY   DISTINCTION

BRAND TRAFFIC CONTROL

_____
_____
_____

BRAND PERSONA

_____
_____
_____
_____

BIG SKY IDEA

_____
_____
_____
_____
_____
_____
_____
_____

BRAND POSITIONING

_____
_____
_____

WHAT WE STAND FOR

_____
_____
_____

TwinEngine™

IDEAL LEAD

_____
_____
_____
_____
_____
_____
_____

LEAD STRATEGY

_____
_____
_____
_____

KEY MESSAGES

_____
_____
_____
_____
_____
_____
_____
_____

OFF RADAR OPPORTUNITIES

_____
_____
_____
_____

KEY CAMPAIGNS

1		
2		
3		
4		
5		

TAKE OFF CAMPAIGN

_____
_____
_____
_____

KEY ISSUES

_____
_____
_____
_____
_____

KEY METHODS

1		
2		
3		
4		
5		

TOP 5

1		
2		
3		
4		
5		

NUMBER 1

_____
_____

WING EARNERS

1		
2		
3		
4		
5		

QUARTERLY TARGETS

1		
2		
3		
4		
5		

1. BRAND TRAFFIC CONTROL™ RADAR

The Brand Traffic Control Radar is designed to assess the strength and alignment of your brand on 8 Fundamentals of Standing Out in Business: Purpose, Reputation, Visuality, Authenticity, Ideal Leads, Distinction, Strategy and Mindset.

Questions to ask:
- [ ] What areas need strengthening?
- [ ] Are the individual team scores aligned on each of the fundamentals?

Action:
- [ ] Refer to the introduction in *Stand Out* or go to www.TwinEngine.com/BTC to download the radar to plot your opinion of the current position of your organization within each indicator on a scale of zero in the center (non-existent) to five on the outside ring (highest level).

2. ORGANIZATIONAL PURPOSE

Purpose Checklist:
- [ ] Our purpose is clear.
- [ ] We know what we stand for.
- [ ] Our purpose is consistently communicated.

Answer the questions below to gain a clearer idea of what your purpose is and how it fits into what your business does.

What do you love? What activities do you most enjoy?

What does the world need? What do you do that adds value to the world?

What do you do really well? What are your talents and skills?

What would the world pay for it? What do you do that others value and want, and how much do they want it?

Action:
- [ ] Refer to the activities in the section in *Stand Out* on Purpose to engage your team to discuss each of the aspects that lead to discovering your organization's purpose. Break into small groups and share outcomes.

3. DISTINCT ADVANTAGE

Distinct Advantage Checklist:

- ☐ We stand out from our competitors.
- ☐ We stand out to our influencers.
- ☐ We stand out among industry thought leaders.

Your distinct advantage is not just what makes your product or service different, it's what makes your company different — and what your company stands for and why it's in business. It is the unique combination of gifts, experiences, culture, stories, skills and inclinations that make up who you are and what you do in ways that your competition doesn't, can't and won't.

Action:

- ☐ Refer to the activities in the section in *Stand Out* on Distinction to engage your team to discuss what your ideal clients want that you provide that your competitors don't. Use these findings to identify your distinct advantages.

4. BRAND POSITIONING

Brand Positioning Checklist:

- ☐ Our brand is properly positioned.
- ☐ We understand what differentiates our brand.
- ☐ We leverage our brand equity.

Like a GPS directional device, our Brand Positioning Assessment shows you where you are relative to where you want to go.

Brand Differentiation – How effectively does your brand capture the attention of prospects?

Brand Relevance – How aligned is your brand to your customers' and prospects' needs?

Brand Promise – How consistently does your brand deliver on its promises?

Brand Intelligence – How well does your company understand its brand and the quality and impact of the brand experience on your customers?

Action:

- ☐ To download this assessment to evaluate the current position of your brand go to www.TwinEngine.com/BTC.

5. BRAND PERSONA

Brand Persona Checklist:

☐ Who we are on the outside is aligned with who we are on the inside.

When your story, messages and images reflect the values, personality and lifestyle preferences of your audience, they'll feel more involved with your brand. And ultimately, your product or service becomes an obvious choice as an extension of your story. The key is authenticity—aligning what you communicate about your company, products or services with whom you truly are. If the personality a company attempts to portray is just a façade, a mask for what it truly is, then its storytelling attempts to create an appealing personality will eventually fail.

Action:

☐ Refer to the activities in the sections in *Stand Out* on Visuality and Authenticity to explore what words, images and personality traits create your brand persona.

6. WHAT WE STAND FOR

What We Stand For Checklist:

☐ We know what we stand for.

☐ What we stand for is consistently communicated.

Now more than ever, your company's success is determined by how clearly you define and communicate your core values and qualities. In short, it's all about what you stand for. What do you stand for? Whether your business is established or new, you have to know what you stand for before your customers can know. Do you know?
The question has become not only how can you stand out, but what will you stand for? It's crucial that you direct how your business distinguishes itself in the marketplace.

Action:

☐ Refer to the activities in the section in *Stand Out* on Authenticity to explore how you communicate what you stand for to the world.

7. BIG SKY IDEA

Big Sky Idea Checklist:

- ☐ We think bigger and out-of-the-box when it comes to blue skies.
- ☐ We have a big idea that's going to take us to the next level.

What out-of-the box ideas can you launch that will take your brand and company to big sky success? Most companies compete among other companies. How can you get above the clouds to compete and stand out from everyone else?

Action:

- ☐ Look for opportunities to improve your products and services. Refer to the Big Sky Idea activity in the section in *Stand Out* on Purpose. Poll your team and ask these questions: What is the next idea that is going to take us to the next level? What big idea is going to help us stand out?

8. IDEAL LEAD

Ideal Lead Checklist:

- ☐ We know the persona of our ideal lead.
- ☐ We have identified profiles for each of our target audiences.
- ☐ We know the behaviors of our ideal leads.

The first step to creating an ideal lead flow is to agree on a set of criteria about what an ideal lead looks like, then develop a profile to better focus your sales and marketing team's efforts. The following are examples of information that you may include in your lead profile:

- ☐ A set of demographics that includes job level and seniority.
- ☐ A day in their life.
- ☐ A list of their pain points, motivations and goals.
- ☐ Where do they look for information?

Action:

- ☐ Refer to the activities in the section in *Stand Out* on Ideal Leads. Profile your ideal lead to understand their role, motivations and the challenges they face professionally and personally.

9. KEY MESSAGES

Key Messages Checklist:

- ☐ Our messages are authentic and true.
- ☐ We know what people say about our brand.

When an organization's words match who it is and what it believes and its actions match its words, it is being authentic. Start with the question: "Who are you?" Your company is made up of layers. To truly be authentic, you must examine each of these layers until you reach the core of your beliefs, vision and goals. This is where you find who you are and what you represent as a company.

From there, every business action and decision you make should reflect who you are. Your authentic self is a collection of all of the things that make you and your business unique and individual—your passions, talents, inclinations, life experiences and especially your values and beliefs—what you stand for and why you're in the business you're in.

Action:

- ☐ Refer to the section in *Stand Out* on Authenticity to explore what key messages, images and personality traits create your brand persona.

10. OFF RADAR OPPORTUNITIES

Off Radar Opportunities Checklist:

- ☐ We have identified off the radar opportunities.
- ☐ We discuss Off Radar Opportunities at every strategic planning session.

What's missing in your industry? Differentiation can come from filling a space in your industry that doesn't exist. What opportunities exist that may be outside your radar? Is there something missing that will take your organization to the next level to explore unchartered opportunities?

Actions:

- ☐ Poll your team, ask your customers. Refer to the activities in the section in *Stand Out* on Reputation.
- ☐ Look everywhere – your products and services, the competition, other industries...
- ☐ What problems in your industry need solutions that you could provide?
- ☐ What frustrates you, your clients and your industry the most that could lead to new solutions?

11-12. MEASUREMENT

Actions:

- ☐ **Key Campaigns:** What are the top 5 campaigns that align with your marketing strategy?
- ☐ **Take Off Campaign:** How are you going to launch your Big Sky Idea to your internal team, employees and partners?
- ☐ **Key Issues:** What are the key issues your industry faces, and how do those issues impact your planned campaigns?
- ☐ **Key Methods:** What are the key methods by which you will deliver your marketing strategy?
- ☐ **Top 5:** What are the Top 5 initiatives that are going to help your organization Stand Out?
- ☐ **Number 1:** What is the number 1 thing (just one) that will be the focus each quarter?
- ☐ **Wing Earners:** What milestones/goals will you celebrate?
- ☐ **Quarterly Targets:** What are your top 5 quarterly targets?

· ·

THANK YOU

We wrote *Stand Out* and developed this One-Page Marketing Plan™ to help business leaders gain a unique perspective on how their business can stand out. It's meant to introduce tools and resources to help a business define who it is (distinct advantage), clarify how it represents itself to its prospects and customers (brand) and align these in practical ways to achieve specific measurable goals (strategy).

The concepts and exercises are specifically structured to uncover what is missing from your business plan or marketing strategy. It's also designed to help you become more of who you already are, and inspire you to become the success you were destined to be.

To learn more about TwinEngine's Brand Traffic Control system (BTC) and uncover opportunities to help focus on what next steps are right for your business – for where you are now and where you want to be – go to www.TwinEngine.com/StandOut.

WINNIE BRIGNAC HART + LORRIE BRIGNAC LEE

BRAND ✈ TRAFFIC CONTROL

THERE'S A BIG SKY OUT THERE. WHERE IS YOUR ORGANIZATION ON THE RADAR? WHEN BRAND, STRATEGY AND PURPOSE ALIGN, FUELED BY A BIG IDEA YOU STAND OUT, TAKE OFF AND STAY ON COURSE.

TO LEARN MORE ABOUT THE BRAND TRAFFIC CONTROL SYSTEM AND ORDER A FULL COPY OF THE BOOK *STAND OUT;* GO TO TWINENGINE.COM/STANDOUT

PRE-FLIGHT
- Pre-Flight Checklist
- Brand Positioning Survey
- Brand Intelligence
- Competitive Intelligence
- Business Strategy

FLIGHT PLAN
- TwinEngine Summit
- Organizational Purpose
- Distinct Advantage
- Ideal Lead Intelligence
- Competitive Positioning
- Internal Campaign Strategy
- One-Page Marketing Plan™

STAND OUT
- Brand Audit
- Brand Strategy
- Brand Development
- Brand Architecture
- Key Messaging
- The Big Sky Idea Workshop

TAKE OFF
- 90-Day Take Off Campaign
- BTC Training
- Measurement Dashboard

STAY ON COURSE
- TwinEngine Consulting
- Weekly Check-ins
- Monthly Dashboard
- Quarterly TwinEngine Summit

TwinEngine™

STAND OUT. TAKE OFF. STAY ON COURSE.

STANDOUT@TWINENGINE.COM • 713-255-1370 • TWINENGINE.COM