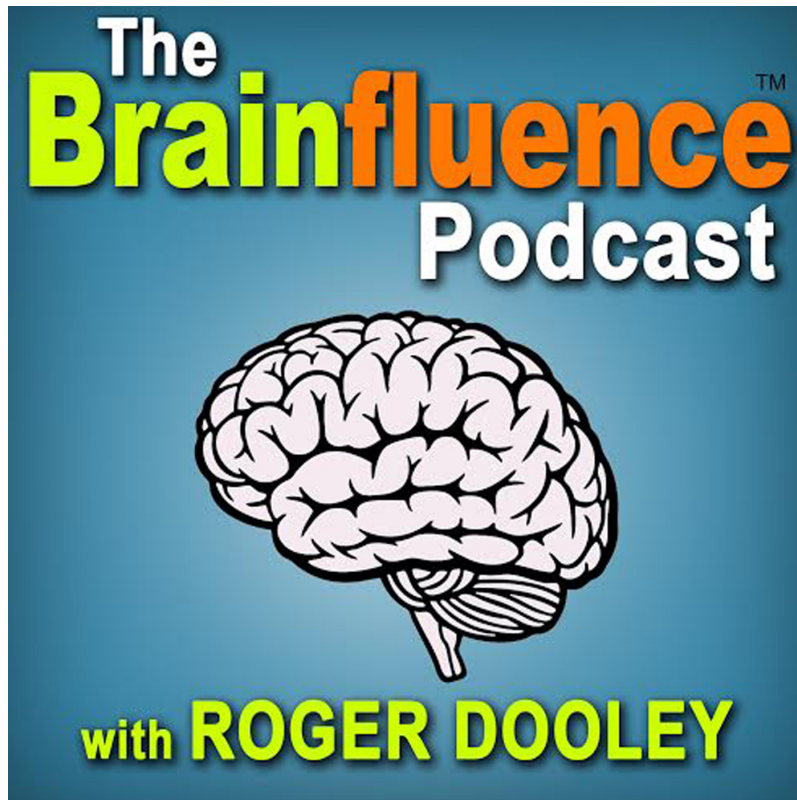


The 1-Page Marketing Plan with Allan Dib



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**Roger Dooley**

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## The 1-Page Marketing Plan with Allan Dib

Welcome to the Brainfluence Podcast with Roger Dooley, author, speaker and educator on neuromarketing and the psychology of persuasion. Every week, we talk with thought leaders that will help you improve your influence with factual evidence and concrete research. Introducing your host, Roger Dooley.

Roger Dooley: Welcome to the Brainfluence Podcast, I'm Roger Dooley. Our guest this week is speaking to us from the other side of the planet, as he's in Australia. Allan Dib, is a serial entrepreneur who's founded multiple successful businesses. One was named a Business Review Weekly's list of the 100 fastest growing companies in Australia.

Today we're going to discuss Allan's idea that what your business really needs is a one page marketing plan. Welcome to the show, Alan.

Allan Dib: Hey, Roger, fantastic to be on.

Roger Dooley: Great, so Allan, just to give our listeners an idea of where you're coming from, why don't you describe one or two or your entrepreneurial adventures.

Allan Dib: Yeah, sure. So I started business like many people do, because I was a good technician at what I did. So in my case, I was an IT geek. In fact, I was a dead broke IT geek. It's very similar to what Michael Gerber describes in his E myth book. I thought I was good at what I do, so I thought I'd be good at the business of what I did. Of course, the reality is very different.

So I struggled for many, many years because I was great at what I did, but I just didn't know how to get a client, like many people who are good technicians. So that took me on a journey of about a decade to learn Direct Response

## The 1-Page Marketing Plan with Allan Dib

Marketing. That brought me full circle to understanding Sales, and Marketing, and how to attract a client and how to close a client, really.

Roger Dooley: Right. Well, Direct Response is really, I think, a great education for any Marketer. I was in Direct Marketing for a while with a mail order catalog. It was really great to know what was actually working. Sometimes Marketing, it's pretty hard to tell. If you're doing sort of branding work or social media stuff, some of it can be kind of nebulous.

Obviously, you're gonna have certain metrics that you're trying to hit. But sometimes you're just not really sure if what you're doing is working, or if it's working as well as you think it is. But Direct Response, by in large, you can test and try stuff. When something fails, you know it fails and when it works, you know it works.

Allan Dib: That's exactly right. I struggled for such a long time because I tried to apply the kind of marketing that big companies did. The thing that I didn't understand is that strategy changes with scale. So big companies also have a very different agenda when it comes to their marketing. They're interested in stuff like, pleasing the Board of Directors, making sure that their superiors biases are fulfilled, taking care of shareholder interests and expectations, winning creative awards.

Whereas as a small business, the only thing that you really want your Marketing to do is to make you a profit. So it's super, super important that you understand that when you are trying to emulate someone else's marketing, you need to understand what scale they're operating at. You need to understand what their agenda is, because if you don't understand those things, you're

## The 1-Page Marketing Plan with Allan Dib

gonna emulate them and you're gonna get the results that you don't want to get.

Roger Dooley: Yeah, that's great advice. I think it's sometime an issue of scale, other times it's just an issue of situation. Typical small business does not have a lot of resources to spare, sometimes bigger businesses can be in that situation, too. When that's the condition that you're dealing with, you really can't afford the luxury of wasting money in Marketing or making big mistakes because the wrong thing will put you out of business.

Sometimes larger organizations do have a cushion where, as you say, they can focus on some other objectives and tomorrow they're still gonna be around. Chances are, that Marketing Manager will still be in his or her job. But when the rubber hits the road, that's what counts.

Allan Dib: When they're operating it, they're a different scale. They've got years to get a result and probably millions of dollars. I suspect many small business owners don't have that luxury.

Roger Dooley: Pretty rare, pretty rare. So you've described your one page marketing plan idea in a book titled, oddly enough, the One Page Marketing Plan. I was pretty impressed, it's logged just under 700 reviews, averaging 4.8 out of five. That's really spectacular, both from a rating standpoint and particularly the count. I'm wondering, do you have some kind of secret for getting reviews that you can share with our listeners?

Allan Dib: I do. I have a very, very deep secret and I'll share it with you now. I ask for them. When people subscribe to my mailing list, or when they're on the email sequence, or

## The 1-Page Marketing Plan with Allan Dib

whenever I'm speaking to someone. If someone said, "Hey, great book." I ask for a review. That's part of my email sequence when someone joins my mailing list, I ask for reviews. So it's one of those things where the best way to get the things that you want in life is just to ask for them.

Roger Dooley: Mm-hmm (affirmative). In a nice way, I'm sure. But yeah, that's really great advice. I see a lot of books, typically reading a book a week for the Podcast, plus I read many other books for research purposes, and sometimes for pleasure purposes. That's really a spectacular number of reviews. Malcolm Gladwell has more and there are a few other authors like that, but it's really great, so congratulations on that, Allen.

I'm an Exit Strategic Planner, that's a big confession on my part. Maybe a recovering Strategic Planner, although it's been decades since I was doing that, so I guess I'm pretty much fully recovered. I remember the typical business plan filled a fat binder. You'd do scants of research and collect all kinds of data, maybe outside consultants would be involved. Ultimately, you would compile all this into a plan for the next five years and it would take up a binder that was at least a couple inches thick.

Now, the process wasn't without value because anytime you're forced to think about your business and then you sort of stand back and look at it, that's a good thing. I think that many of us can get caught in the trap of just sort of doing our business day after day after day, never really stepping back to say, are we in the right business. Or is what we're doing going to be a good business tomorrow. So there is some value.

## The 1-Page Marketing Plan with Allan Dib

But by in large what happened with those plans that so many man hours went into is that they had them stuffed on a shelf somewhere and never to be opened again. Until maybe the next years planning process where you hope maybe you can copy some of what you did the preceding year. I guess, that's kind of the behavior you're hoping to eliminate with the one page plan, right?

Allan Dib: In fact, you've pretty much exactly described my experience. So back when I had my first business, I knew that I needed to put together a business plan. That's probably about where my intelligence on that matter ended. So I hired a high priced consultant ... well, at the time, what i felt was very high priced. It was probably about two and a half thousand dollars that he charged me for putting together a business plan.

He took me through a whole process of planning. It was a few hundred pages in the end. It had beautiful charts, and projections, and forecasts, and spreadsheets, and things like that. I, of course, shoved it in the top drawer of my desk after it was done. I never saw it again until the day we were moving out of the office and I was cleaning out my desk. I looked at it, sort of threw it in the trash, and sort of beat myself up for wasting so much money. When really, at the time, money was rather scarce.

But when I look back on it. The one part of the process that was very, very valuable to me was a part of that business plan called the Marketing Plan. The reason it was valuable to me was not because the output, was because some of thinking and some of the planning had gone in. He took us through the four Ps, the pricing, place, positioning, and all of that sort of stuff.

## The 1-Page Marketing Plan with Allan Dib

That was a valuable process to me, so even though we never really used the plan or referenced it after that day, the thinking that got us through that process was valuable to us. It's something that did shape the way we performed the business. Ultimately, we exited that business very successfully, so that's really what I wanted to emphasize in The One Page Marketing Plan.

How could I get my own clients, to put together a Marketing Plan that was simple, that was easy. One of the things that I started to do in my own coaching practice, when I started, was to try to get clients to put together a Marketing Plan. Again, they were very intimidated by this task. They thought it was something that would take a lot of time, a lot of money, would be very long to do.

So, out of necessity, I came up with a process, which was the One Page Marketing Plan. Which literally, in a single page and maybe 30 minutes of your time, you could put together a comprehensive Direct Response Marketing Plan.

Roger Dooley: Right and it's small enough that you can tape it to the wall in front of your desk or something, instead of putting it the drawer for it to be forgotten forever.

Allan Dib: Exactly. It's meant to be a living document that you can reference daily. You can have it sitting on your desk, or up on your wall, or wherever so that it's not just shoved in the drawer and forgotten about.

Roger Dooley: Mm-hmm (affirmative). Yeah, I'm guessing most of our listeners have heard about the Pareto Principle. It's sometimes known as the 80 / 20 rule. In case somebody hasn't, across multiple domains, it seems like 20 percent

## The 1-Page Marketing Plan with Allan Dib

of the activity generates 80 percent of the results. So 20 percent of your customers may well generate 80 percent of the business. Twenty percent of your ads may generate 80 percent of your traffic and so on.

I'm not sure that there's a totally scientific basis for this, but it does seem like in real life, that's often the case. That results are rarely uniformly distributed where 10 percent more effort gets you exactly 10 percent more results and so on. You talk about the 64 / 4 rule, which is probably less well known, which is kind of Pareto squared. Or 20 percent of the 20 percent. Why don't you explain about that.

Allan Dib:

Yeah, so you can actually apply the 80 / 20 rule to itself. So you can apply 80 percent of 80 percent and 20 percent of 20 percent and you get the 64 / 4 rule. It really does apply ... I looked in to some of the popular stats. So for example, if you look at wealth distribution. If you look at, for example, the amount of revenue you generate from a client. If you look at different statistics, even things like software bugs, the amount of features that a client uses in your product or service. They're almost always distributed along this curve, which is the 80 / 20 rule and the 64 / 4 rule.

So basically, what that says is, 64 percent of your results come from four percent of your actions or inputs. Again, if you look at it from a wealth distribution point of view, about four percent of people control 64 percent of the wealth. You'll find this kind of distribution in the natural world, in the economic world, in entrepreneurship. I mean, it's not always exactly that, of course it can vary. But as a general rule of thumb, you'll find that to be the case.



## The 1-Page Marketing Plan with Allan Dib

The reason I dove into that in the book is because I say that Marketing is really the 64 / 4 of business. So, if there's anything that you can get better at or can create massive leverage for you, it's Marketing. If you get 10 percent better at negotiation, or get you get 10 percent better at the technical thing that you do, or 10 percent more efficient at your manufacturing, or whatever, that gives you an incremental result.

But if you get 10 percent better at Marketing, that can get you an exponential result. So that's really the four percent that can drive the 64 percent of results.

Roger Dooley: Mm-hmm (affirmative). Yeah, I saw a Fast Company article that extended it one more time to a 51 rule. In other words, one percent generating 50 percent or half of your results. I don't know if you'd carry it that far. But I think the key take away from all this is, that all too often we just neglect the fact that applying resources very selectively in some small area can have a much bigger impact than just sort of responding.

The classic examples are things like the time wasting customers who actually don't really generate many sales, but they are huge time sucks because they always have problems or they're always wanting to interact. That sort of thing can really kill a business. But just by recognizing the uneven distribution, whether it's 64 / 4 or 80 / 20 is, I think, really important overall.

Allan Dib: Yeah, just understanding the things that create big leverage in your business. Just having a good conscious understanding of that, because all the things that you do are not equal. All the clients that you have are not equal and they should not be treated equally. There are clients that will generate a huge amount of revenue and a very

## The 1-Page Marketing Plan with Allan Dib

low amount of, I guess, fuss in your business and tension in your business.

Whereas, there's the opposite, where there are clients who generate very low revenue and generate most of your support or customer service events. I've certainly had that experience. When in various businesses, I've had clients who generate a very small amount of revenue and they're the biggest time sucks. Conversely, some of our biggest clients, we'd never hear from them other than them paying their bill monthly, so. That's very, very important to start understanding what are the leverage points in your business.

Roger Dooley: Yeah, it's common wisdom that start ups need an elevator pitch. If you talk to somebody who is, say, coaching a start up to go hunting for a venture capital. They'll really hammer on and force them to get their pitch down to something that can be delivered in 30 seconds or less. If you're business idea takes five minutes to explain, it's probably not that good of an idea.

I think that's kind of an analog toward your One Page Marketing plan. That if your marketing plan is so complex that you can't condense it into a series of short little statements, then probably you've got too much going on. Would that be accurate?

Allan Dib: That would be accurate and I do cover elevator pitches in my book. I know elevator pitches are probably pretty corny. Realistically, you'll probably never use them as elevator pitches. But what they do is they really help you synthesize exactly what problem you solve, how you deliver it, and how you provide proof. So they help you synthesize what you do and how you do it in a very easy to understand way.

## The 1-Page Marketing Plan with Allan Dib

I've got a small little formula that I use for elevator pitch. It basically goes like this; you know, problem. Well, what we do is, solution. In fact, proof. So as an example, if you are in Insurance Sales, I've got this example in my book. I'll say, "You know how most people rarely review their insurance coverage when they change their circumstances? Well, what I do is help people have piece of mind by making sure their insurance coverages matches their circumstances."

In fact, just last week a client of mine was robbed. But he was able to fully recover the cost of the items he had stolen because his insurance was up to date. As I said, like I said, you'd probably never really, in a real networking circumstance, just recite all of that. But being able to synthesize this in a very short and easy to understand form really helps you understand yourself, and your business, and the problem that you solve, and how you solve it.

Roger Dooley: Oh, absolutely. I'm sure we both talked to entrepreneurs who had, what they thought, were phenomenal business ideas. But they simply couldn't condense into something that was easy to understand. At that point, you really question whether, is there a good idea in there somewhere? Or have they just not been able to distill what value they're providing? What pain point they're eliminating?

Allan Dib: Yeah, exactly. Exactly. If you can't distill it, then it's gonna be a very uphill battle trying to convince other people and get your message out there. So you being able to very simply understand the problem and get it out there is gonna be absolutely critical to your marketing.

## The 1-Page Marketing Plan with Allan Dib

Roger Dooley: In the book, you have what you call the One Page Marketing Plan Canvas, which is basically what somebody's one page plan is going to look like. It's divided into thirds horizontally and vertically. The horizontal thirds are before, during, and after the sell. Why don't you sort of explain the logic that went into developing this canvas or this template.

Allan Dib: Yeah, so I'm very explicit at the start of the book. I did not invent the vast majority of the principles and ideas in this book. Many of them go back hundreds of years. Some go to more modern people. But the idea of before, during, and after is one that shamelessly stole from Dean Jackson, so it's a great way of looking at the whole Marketing cycle.

So before is kind of when a prospect doesn't even know you, so they're someone that you would classify as a prospect. Your whole idea is for them to basically get to know you. Then, at the end of that, put their hand up and say, hey, I'm interested. The next part is the during phase, that's when someone's raised their hand and said, you know ... I'm interested in what you've got. That can take many different forms. It could be maybe a phone call to your business, it could be an opt in on your website, any of those kind of things.

So the during phase is when you want to take someone who's kind of vaguely interested, they know who you are, but you want them to trust you enough to make their first transaction with you. So the during phase ends with a Sales conversion event. That's when someone becomes a client. For many businesses, that's when their whole marketing process ends. But then, I have the after phase. The after phase is really when smart business owners

## The 1-Page Marketing Plan with Allan Dib

understand that this is where you create the actual money in your business and where your profit comes.

That's all about delivering a world class experience to your client, increasing their lifetime value, and then orchestrating and stimulating referrals. So it's really ... and that's called the after phase. So that's when someone has already bought from you and now you're trying to increase the lifetime value, you're trying to upsell, you're trying to deliver a fantastic experience, you're trying to turn them into raving fans, and people who refer other people to your business.

So broadly, they're the three major phases of the marketing strategy. The before, the during, and the after.

Roger Dooley: Yeah, you kind of confirmed what I expected. That the after phase would be, if you forgive the pun, an after thought for most Marketers that they really wouldn't ... Obviously, getting those initial prospects is important. Then, converting them is important.

But I think that most of the time, at least from a pure marketing standpoint, once that conversion happens, then it's a big sigh of relief and move on to more prospects and more leads. But, certainly, what happens after that sell is so important because it's much more expensive to add a new customer, than to get more sales out of existing customers.

Obviously, if you've got those trusts, and free referrals, and everything else, all that makes a huge difference in the business. Particularly, if your resources are limited. You can't just keep pumping money into advertising if you don't have it.

## The 1-Page Marketing Plan with Allan Dib

Allan Dib: Very often, you'll find that the first transaction that you do with a client just basically covers your costs and your customer acquisition costs. The costs such as advertising, cost such as your Sales people, converting them, and all of that. So if you're not able to increase their lifetime value if you're not able to do more recurring transactions, if you're not able to do transactions of a higher size, and all of that, then very often you're running at break even. Or even a loss, just working so transactionally.

So I speak to people about creating customers for life. So how can you create relationships and raving fans that can not only purchase from you on a regular basis in this business, but in future businesses that you do. I've had clients follow me to three different businesses that I've had just because I've been able to deliver them a lot of value.

Then, it just becomes a no brainer to work with me. I don't have to convince and cajole someone to work with me when they've gotten a lot of value working with me in the past. So it just makes your future so much easier when you can create these lifetime relationships.

Roger Dooley: Yeah, now I think another mistake small businesses make, well even large ones too. But, is trying to be everything to everybody. Particularly when you're getting started. You're not really sure which niche is gonna be the best one for you, so you offer a whole bunch of people different kinds of services and hope that something sticks somewhere.

You've got a system that you describe in the book for selecting which niche might work best for you. Why don't you explain that? I thought that was pretty interesting.

[The Brainfluence Podcast](#) with Roger Dooley

## The 1-Page Marketing Plan with Allan Dib

Allan Dib: Yeah, so this is a process called the PVP index. Again, I didn't invent this. It's interesting that a lot of businesses think about being very general. So when you ask them, who's your target market, they say everybody. Everybody can benefit from my product or service. That becomes a very, very big problem from a Marketing perspective.

Because from a Marketing perspective, if you're too general, people just turn off. The whole object of your Marketing is for people to look at that and say, hey, that's for me. It's kind of like if you've injured your knee, you want to go to a knee specialist rather than a general doctor. You don't want the doctor that's advertising, we do knees, we do heads, we do brains, we do lungs, we do all of this sort of stuff. You want the guy who says, I'm the knee specialist and I will take care of your knee problems.

So in the exact same way, for example, some photographers will say, we do weddings, we do corporate photography, we do family portraits, and so on and so forth. That's great, there's nothing ... The technical way you do each of those is probably very similar, I'm not a photographer but I suspect they're pretty similar. In terms of how you technically deliver those products and services. But when it comes to Marketing, you want to get hyper specific.

So a bride looking for a photographer, she wants to know that you specialize in weddings, and that you're an expert in that field, and that you can deliver an amazing result. So one of the processes that I use to help people identify what target market they should be targeting, it's called the PVP index. So P stands for personal fulfillment, V stands for value to the marketplace, P again, stands for profitability.

## The 1-Page Marketing Plan with Allan Dib

So when it comes to personal fulfillment, you want to understand, how much do you enjoy doing what you're doing? That's gonna be an accelerator for you. If you hate what you're doing, if you hate dealing with that particular target market, they're always a pain in the butt to deal with, or that sort of thing. Then, you're gonna be doing it just for the money. That's very hard to sustain over the long term.

Then, V is value to the marketplace. So how much does the marketplace value this kind of work? Are they willing to pay a lot of money for it. Then, P for profitability is, how profitable is this? Sometimes, even when you can charge a lot for something, it's not necessarily very profitable. Maybe because it's labor intensive, maybe because there are low margins in that area.

So I tell people to put a rating between one and ten for each of those three things. PVP, personal fulfillment, value to the marketplace, and profitability and basically rate their different sub-segments. Now that's not to say if you're a wedding photographer that you can't do family portraits, as well. But we're thinking of this from a Marketing perspective. Where are we gonna put all of our Marketing firepower?

If you do this kind of ranking system and you find out family portraits is where it's at because I really love doing it, it's highly valuable to the marketplace, they're willing to pay a lot of money and it's highly profitable, then you'll start to get a lot of clarity around, this is where I should put my Marketing dollars and this is where I should put my marketing efforts.

Roger Dooley: Yeah and once again, I think probably the mere process of thinking about these things and trying to put numbers



## The 1-Page Marketing Plan with Allan Dib

on them is more important than the actual numbers. Because, it's pretty hard to accurately rate those things on a scale of 10. But you can get a sense for whether people pay a lot of money in a niche and whether the margins should be sufficient.

While you're not really saying, follow your passion, you're including that in there so that if you absolutely hate dealing with kids and pets. Even if family photography is a lucrative area, that may not be the one for you because you'll end up hating it. But on the other hand, if you're kind of neutral, don't really have a strong personal preference, then you can let the numbers guide you.

So, yeah, I think that's great. Something else I liked was a simple motto, and you can tell me if you stole this one. But there was a statement, when you confuse them, you lose them. I don't think most Marketers are intentionally trying to confuse people. But they don't realize what they find obvious won't be obvious to many potential customers.

Allan Dib: Yeah, exactly, exactly. To be honest, I don't remember the origin of that. Probably, it's from elsewhere, I'm not a hundred percent sure. I've heard that for many years in Marketing, but yeah.

Roger Dooley: Well, for the purpose of this conversation, you can claim it as yours Allan.

Allan Dib: Oh, that's fine, that's fine. Yes, so exactly right, if you confuse them you lose them. So very often you'll see someone uses kind of smart or witty marketing. They try to use a play on words to name their business or something like that. What I always say is go for clarity rather than cleverness. Because as a Marketer, it's an

## The 1-Page Marketing Plan with Allan Dib

uphill battle already trying to cut through all of the noise, and trying to cut through the competition, and trying to get to the eyeballs and ears of potential prospects.

Then, if you're purposely creating confusion in your business, that's gonna be a massive, massive extra hurdle that you don't need, so be as clear as possible. Some people think that their prospects are gonna sit there trying to figure out this little puzzle or understand this play on words. Then, finally get the joke or whatever it is. That will be very, very rarely the case. Usually, when someone encounters confusion in your Marketing, their automatic reaction is to move on. It's not sit there and try to figure it out.

So, it's so important that you have clarity over and above cleverness and kind of confusion. So you really understand that prospects have three options. They have options to buy from you, they have options to buy from your competitor, and they have ... Your biggest competitor is them doing nothing. So if your Marketing is unclear, very often, that's exactly what they'll do. They'll do nothing or they move on to the next thing.

Roger Dooley: Mm-hmm (affirmative). Yeah and I think the important thing that Marketers have to realize is that not everybody has the same shared experience, because you can say take some kind of a movie title, and so oh wow, yeah everybody knows that. So if I make it some kind of interesting play on words, then everybody is going to understand it.

But I guarantee you there will be a significant portion of the people who either have never heard of that movie title or they just don't make the connection because of the way you've modified it. The same thing come to ... really goes

## The 1-Page Marketing Plan with Allan Dib

for user experience, too. Where you may think that your conversion sequence, your what people have to click to the next step, is super obvious. There's never any doubt or confusion.

But if you actually observe users using your website or your app, you find that they are really clear. They don't know what's gonna happen when they push that button. Is the next button gonna place the order? Or are they gonna have a chance to look at it? Or even sometimes, I've seen some really clever designs where the button practically blends into the background. There's a little outline around what they're supposed to click and it doesn't even appear to be clickable.

So the person who developed that and probably their Supervisor and the Marketing Manager all look at it and they know exactly what to do and think it's obvious, but not always. So, keeping things clear, simple, then observing behavior, too, I think is really important.

Allan Dib: Yeah, it's so important to get feedback from the actual market. I'm a pretty experienced Marketer now and still, sometimes I think something will absolutely hit the mark and it doesn't. Sometimes, I'm not quite sure if it will and it absolutely does. So it's so important to get feedback from the actual market and see what's the market telling us. Let the market tell you, does this work, or does this not work?

Roger Dooley: Well, these days AB testing is so cheap and easy, you don't need a whole development staff to re-code your website. There are some really simple tools out there. I think in the old days, you'd have a room full of people sitting around for hours debating which headline is best. Today, you can take the top three and test them, instead

[The Brainfluence Podcast](#) with Roger Dooley

## The 1-Page Marketing Plan with Allan Dib

of going on and on with this debate. Then, ultimately, picking potentially the wrong one.

So let me ask you one last question, Allan. How can a business be remarkable when its products or services really seem to be pretty similar to what their competitors are offering? I'm sure you've run into that.

Allan Dib: Yeah, I absolutely have. So it's funny in like, when we talk about being unique, people think that you kind of need to be just so brand new, and so novel, and all of that. That's great if you can be, but it's very rare that your product or service is truly absolutely unique in the world. So if you are fantastic, you've got a massive advantage over everybody else.

But really what you need to understand is you just need to be slightly different than your competitor. That can be in the way that you present your product, or that you package your product, or that you deliver your product. So an example I sometimes give is, I think that the Dollar Shave Club, all they do is very low cost, budget razors, right? But they started doing them as a subscription, which was in fact new and unique.

So it's funny, it's just sometimes a very, very small thing can create uniqueness in your product or service. That's not to say you're gonna have that uniqueness forever, so you need to be constantly innovating. Changing up your product, and service, and offering because other competitors will often enter the market when they see you've been successful. So sometimes, it's just really about the way that you present it.

Are you presenting it to perhaps a market that's slightly different to what you'd normally be presenting it to? Are

## The 1-Page Marketing Plan with Allan Dib

you packaging it a little bit differently, or are you pricing it a little bit differently, or are you offering it as a subscription rather than a one off? Or a one off instead of a subscription? Or things like that, so just being able to do this slightly differently.

Then, if you're able to articulate that to your target market, that's gonna make a very, very big difference. Like for example, Apple did not invent MP3 music players. But their iPod was a massive success. It was a massive success because they were the first to really articulate what this was and why you need it. All the other technology companies were saying it's got five gigabytes and jigabytes and all of this sort of stuff. It's got all of these features and specifications.

Apple just came along and said, it's a thousand songs in your pocket, everybody understands that. That's what made it unique and that's what gave them a massive, massive market and just blew up sales. Because everybody understands, a thousand songs in your pocket, fantastic. They weren't talking about gigabytes and technical specifications and things like that. So exactly the same, if you can find a unique way of packaging or pricing your product, or delivering your product, that's gonna make a very, very big difference.

Roger Dooley: Great. Well, that's a good place to wrap up, I think, Allan. Let me remind our listeners that we are speaking with Allan Dib, author of the book, *The One Page Marketing Plan*. Get new customers, make more money, and stand out from the crowd. Allan, how can people find you online?

Allan Dib: Yeah, sure. So if you'd like to get my book, it's of course on Amazon. Just search my name, which is Allan Dib or

[The Brainfluence Podcast](#) with Roger Dooley

## The 1-Page Marketing Plan with Allan Dib

The One Page Marketing Plan. If you'd like to connect with me directly, my website is [successwise.com](http://successwise.com). You can join my email list and we can carry on the conversation. I'd love to hear from your listeners.

Roger Dooley: Great. Well, we will link to the book, and to the website, and to any other resources we spoke about on the show notes page at [RogerDooley.com/podcast](http://RogerDooley.com/podcast). There will be text version of our conversation there, too.

Allan, thanks for being on the show and for getting up, I guess, early in the morning.

Allan Dib: Hey, Roger, it was a pleasure.

Thank you for joining me for this episode of The Brainfluence Podcast. To continue the discussion and to find your own path to brainy success, please visit us at [RogerDooley.com](http://RogerDooley.com).