

One-page growth plan

Fill this in with your team before you spend on anything. If a block cannot be written in a few lines, the thinking is not finished.

1. Where the growth is Which buyers, regions or products first? Name the few segments worth pushing now.

2. What to say How do we sound different and believable? One line, and the proof behind it.

3. Which channel, which job Where do digital, mainline and on-ground fit? Give each channel one job.

4. A starting budget A first-quarter split, so you can test before you commit more.

5. Quick wins What can we fix this month? Tracking, website, search listings, follow-up.

6. What to measure The few numbers that matter: enquiries, cost per lead, meetings.

The first move

Write one move. Then check it against four questions. Is it close to money? Can it start this month? Can we read the result in weeks? Is it cheap to undo? The move that passes most goes first. The rest wait for the next quarter, in order.

Before you start, check

Does every number on this page have a source, or say it is an estimate? Can the first quick win be done this month without hiring anyone? Is tracking in place? Can someone who was not in the room understand this page?

From PromotEdge field notes: How we build a one-page growth plan. Our method, not a rule. PromotEdge also offers a free 30-minute strategist call and a one-page plan, for projects we think we can help (we take on a limited number).