

**Introducing a Book:**  
***THE 1-PAGE MARKETING PLAN***  
**Author: Allan Dib**  
**Kindle Edition**



Courtesy: [https://www.amazon.com/1-Page-Marketing-Plan-Customers-Money-ebook/dp/B01B35M3SM/ref=sr\\_1\\_1?crid=1V2VQXQPESC7J&keywords=the+1-page+marketing+plan&qid=1619237907&s=books&sprefix=The+1-page%2Caps%2C272&sr=1-1](https://www.amazon.com/1-Page-Marketing-Plan-Customers-Money-ebook/dp/B01B35M3SM/ref=sr_1_1?crid=1V2VQXQPESC7J&keywords=the+1-page+marketing+plan&qid=1619237907&s=books&sprefix=The+1-page%2Caps%2C272&sr=1-1)

The subtitle on the book cover reveals the goal of the book: “GET NEW CUSTOMERS, MAKE MORE MONEY, AND STAND OUT FROM THE CROWD”! The book is divided into three ACTS.

ACT 1 The “Before” Phase has three chapters:

Chapter 1: Selecting Your Target Market

Chapter 2: Crafting Your Message.

Chapter 3: Reaching Prospects with Advertising Media.

Act 2 The “During” Phase has three chapters:

Chapter 4: Capturing Leads

Chapter 5: Nurturing Leads

Chapter 6: Sales Conversion

Act 3 The “After” Phase has three chapters.

Chapter 7: Delivering a World-Class Experience

Chapter 8: Increasing Customer Lifetime Value

Chapter 9: Orchestrating and Stimulating Referrals

At the end we have Conclusion, followed by an interesting note “About the Author”.

The author Allan Dib begins with a truthful statement that we are all going into business to make money. Anyone who has carefully observed the small businesses in our bazars will readily agree to this description: “It’s very common for small businesses never to grow past the point at which they generate just enough profit for the owner(s) to make modest living.” On the other hand, big business owners, such as Mukesh Ambani and others, are able to build their own empire all over the world. Throughout the book, the author Allan Din offers insightful comments based on his observations. For example, he lists the complaints of small business owners:

- “. It’s too competitive.
- . The margins are too low.
- . Online discounters are taking customers away.
- . Advertising no longer works.”

The author emphasizes well-thought out plan for any business we want to start. Our professional qualifications will bring success only if we have a well-thought out plan. We should know the difference between the wrong kind of plan and the correct well-thought out business plan.

The author offers many easy to follow examples for every concept discussed in this book. Consider this quote: “The Internet has literally opened up a world of competitors. Whereas previously your competitors may have been across the road, now they can be on the other side of the globe”. This book offers many solutions to face the current situation with confidence, well thought out plan and diligent enterprise. Traders’ associations in every state in India is complaining about the intervention of online companies such as Flipkart, amazon, and other companies. The challenge before the small business traders now is to how they can get along with these online companies and make money even as they have their own ground business in our bazars. Young entrepreneurs and business administration and commerce graduates must read this book to get an understanding of the problems faced and how these problems could be overcome. The book distinguishes between strategy and tactics. It emphasizes the need to develop tactics. The ultimate goal is to retain the customers and bring in more customers from all directions. Tactics to help retaining customers and bringing in new customers are discussed well in this easy to read book. The book discourages to simply model the marketing strategy of the small business based on the strategies adopted by big businesses. We need to use our money carefully to meet our needs.

The book offers practical suggestion in all the chapters. Anyone who wants to start a small business or who owns a small business or who will soon be joining their family business will benefit reading this book. MBA graduates will sharpen their business counselling skills by reading this book.

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