

🚀 A simple 5-step worksheet for turning attention into customers. 🚀

The 1-Page Digital Marketing Plan Worksheet

Stop Guessing. Build the Map. Create Customers Online.

1 STEP 1 — KNOW THE CUSTOMER
Customer Ikigai
 People buy when they feel understood.

Problems _____
 Passions _____
 Places _____
 Perceptions _____

My product _____ helps my customer escape _____
 so they can become/enjoy _____.

INTERSECTIONS (Where real insight lives)

Problems × Passions ❤️	Passions × Places 📍	Problems × Places 🔍
Perceptions × Problems 💬	Passions × Perceptions ★	Perceptions × Places 🌐

2 STEP 2 — KNOW YOUR STRATEGY
Simba's Five Forces
 You are competing for attention online.
 Rate each force (1 = Low threat, 5 = High threat)

Biggest attention rival: _____

	LOW THREAT	1	2	3	4	5	HIGH THREAT
Threat of New Content		○	○	○	○	○	
Threat of Substitute Content		○	○	○	○	○	
Cognitive Rivalry		○	○	○	○	○	
Power of Platforms & Influencers		○	○	○	○	○	
Power of Internet Users		○	○	○	○	○	

3 STEP 3 — KNOW WHAT CONTENT TO CREATE
Content/Market Fit
 Find fit before you scale.

I will know it fits when people _____

Likes Comments Saves Shares

High completion rate DMs Downloads Signups Sales

4 STEP 4 — KNOW WHERE TO SCALE IT
Internet Presence Optimization (IPO)
 Put proven content everywhere your customer searches.

Top 3 places to scale first: 1. _____ 2. _____ 3. _____

Google G <input type="checkbox"/>	YouTube 📺 <input type="checkbox"/>	TikTok/Reels 🎵 <input type="checkbox"/>	Reddit/Forums 🗣️ <input type="checkbox"/>	LinkedIn/X in X <input type="checkbox"/>	WhatsApp/Facebook 📞 f <input type="checkbox"/>	Reviews ★ <input type="checkbox"/>	AI search 🤖 <input type="checkbox"/>
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5 STEP 5 — KNOW HOW TO CONVERT & MEASURE
Simba's Content Matrix
 Attention is not enough. Measure customers created.

Conversion Journey
 Cold → _____
 Warm → _____
 Hot → _____

My offer: _____

★ Star = high engagement + high conversions	🔄 Catch-22 = high engagement + low conversions	🌿 Evergreen = low engagement + high conversions	💀 Zombie = low engagement + low conversions
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My 1-Page Plan Summary

← Back page: Quick guide & examples. →



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THE 1-PAGE DIGITAL MARKETING PLAN WORKSHEET

BACK PAGE GUIDE – MORE CLARITY. MORE EXAMPLES. MORE RESULTS.

Use this page to go deeper. Keep it simple. Take action. Create customers.

♥ Follow the 5 steps on the front page. This is your roadmap.



Keep your customer at the center of every decision.



Test small. Learn fast. Improve always.



Data tells you what happened. Customers tell you why.



Meet the brain where it lives: emotions first, logic second.



Consistency compounds. Be patient. Keep going.

1

KNOW THE CUSTOMER - CUSTOMER IKIGAI

Go beyond basics. Find the sweet spots between the 4 elements.

THE 6 MAGIC INTERSECTIONS

- Problems x Passions
- Passions x Places
- Problems x Places
- Perceptions x Problems
- Passions x Perceptions
- Perceptions x Places

EXAMPLE: FOOTBALL COMMUNITY

- ✓ **Passion:** Football
Place: r/soccer (Reddit)
- ✓ **Intersection (Passions x Places):**
They discuss tactics, players, news.
- ✓ **Perception shaped by place:** "My team never wins trophies" becomes a problem.
- ✓ **Opportunity:** Create content or product that solves that perceived problem.



QUICK PROMPT

Write one insight from each intersection. What can you create or say that would make your customer stop and pay attention?

2

KNOW YOUR STRATEGY - SIMBA'S FIVE FORCES

These forces determine how hard or easy it is to win attention online.



1. THREAT OF NEW CONTENT

How easy is it for new creators to enter your space and compete for attention?

RATE: 1 2 3 4 5



2. THREAT OF SUBSTITUTE CONTENT

What other content can replace yours in your customer's attention?

RATE: 1 2 3 4 5



3. COGNITIVE RIVALRY (COMPETITIVE RIVALRY)

Who competes for your customer's attention? (Brands, creators, shows, influencers, hobbies, news, etc.)

RATE: 1 2 3 4 5



4. BARGAINING POWER OF PLATFORMS & INFLUENCERS

Do platforms and influencers control your reach or can you leverage them?

RATE: 1 2 3 4 5



5. BARGAINING POWER OF INTERNET USERS

How demanding, price-sensitive or skeptical are your customers?

RATE: 1 2 3 4 5

🔴 1 = Works strongly against you (hard to win) 🟡 3 = Neutral 🟢 5 = Works strongly for you (easy to win).

💡 TIP: For #3, list 3-5 things that take your customer's attention the most. These are your real competitors.

3

KNOW WHAT CONTENT TO CREATE - CONTENT/MARKET FIT

You don't scale content. You scale content that creates customers.

CHECK THESE SIGNALS (1-5)

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Liking your content? | <input type="checkbox"/> Saving / Bookmarking? | <input type="checkbox"/> Clicking your links? | <input type="checkbox"/> Downloading / Getting your freebie? |
| <input type="checkbox"/> Commenting? | <input type="checkbox"/> High completion rate? | <input type="checkbox"/> Messaging / DM'ing you? | <input type="checkbox"/> Buying your product / service? (Strongest signal) |
| <input type="checkbox"/> Sharing / Reposting? | <input type="checkbox"/> Clicking your links? | <input type="checkbox"/> Signing up? | |

💡 TIP: Stop chasing virality. Find fit with the right people before you spend more time or money.



YOUR CMF SCORE

Tick each signal you are getting consistently.
0-4 = Keep testing
5-8 = You're close
9+ = You have fit! Now scale it.

4

KNOW WHERE TO PROMOTE IT - INTERNET PRESENCE OPTIMIZATION (IPO)

Now scale what works. Be everywhere your customer is looking.



Use your Customer Ikigai Places
List the top places your customer hangs out online.



Audit Your Presence
Search your brand/offer on each place. Rate your visibility: 1 (low) - 5 (high).



Double Down
Focus on top 2-3 places where you have visibility AND CMF signals.



Experiment & Expand
Test new places. Repurpose content. Build systems to scale.

💡 TIP: Don't be everywhere. Be where it counts. Then expand.

5

KNOW HOW TO CONVERT & MEASURE - SIMBA'S CONTENT MATRIX

Turn attention into customers. Track what really matters.

THE 4 CONTENT OUTCOMES

- ★ **STARS: High Engagement / High Conversions**
Your best content. Create more of this.
- 🔄 **EVERGREENS: Low Engagement / High Conversions**
Quiet but profitable. Keep it alive.
- 🔗 **CATCH-22S: High Engagement / Low Conversions**
Looks good, but doesn't pay. Improve the offer or CTA.
- 💀 **ZOMBIES: Low Engagement / Low Conversions**
Drains time and energy. Fix or delete.

YOUR CONVERSION FLOW

COLD (Unaware)
Stranger sees your content
↓
WARM (Aware)
They engage, learn, trust
↓
HOT (Ready)
They buy, book, or say YES!

YOUR IRRESISTIBLE OFFER (GRAND SLAM OFFER)

What is your main offer?
What makes it irresistible?
What is the next step you want them to take?

📊 MEASURE WHAT MATTERS: Reach is vanity. Engagement is a signal. Customers are the goal.



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