



Why Do Business With YOU?

Providing Proof to Prospects

Your Proof	Y/N	Your Next Step
Testimonials on website		
Testimonials on social media		
Testimonials on Google		
On-hand referrals		
Case studies		
Industry statistics		
Personal/business credentials		
Other		

Who will hold you accountable? Ask your **accountability partner** to complete the following:

"I, _____, commit to supporting you over the next 3 weeks.

Our follow-up accountability call is scheduled on _____."

The One Page Marketing Leverage Plan©

Cross Talks

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