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FREE CHEAT SHEET

MARKETING CONCEPT VAULT

The Marketing Concept Vault: 40 Concepts, Sourced and Ready to Use

Every concept from the reels: one-line definition, who coined it, a real example, a step to use today and the mistake to avoid.

06	61	2026-11
SECTIONS	IDEAS, TOOLS & TEMPLATES	LAST CHECKED



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Tested, not guessed.

INSIDE THIS CHEAT SHEET

40 marketing concepts, from Purple Cow to the decoy effect, each traced to the book or study it came from. Find your problem in the table, pick a concept, and use it on your page today.

> **WHO IT'S FOR**
>
> Founders, freelancers and SEOs who keep hearing marketing terms and want to know what they mean, where they came from and how to use one this week.

01 **Which concept for which problem**
Find your problem, try the first concept, then the backup.

02 **Attention and positioning**
Get noticed, then get remembered for one thing.

03 **Persuasion psychology**
Each one links to the original study or book. Use them honestly: they work best when the claim is true.

04 **Pricing**
How people read prices, and the line between honest and shady.

05 **Funnels and growth**
Turning strangers into buyers, and buyers into the next buyers.

06 **Strategy**
The big-picture frameworks, plus a one-page plan to put them to work.

HOW TO USE IT

1
Start with the problem table. Find the line that sounds like you.

2
Open that concept. Read the 'use it today' step and do it once.

3
Check the common mistake before you publish. Come back when the next problem shows up.

01

Which concept for which problem

Find your problem, try the first concept, then the backup.

Your problem	Try first	Then try
Nobody remembers my business	Purple Cow	Positioning
My message sounds like every competitor	Positioning	USP
Visitors don't get what I sell	Jobs To Be Done	Stages of awareness
My ads get clicks but no sales	AIDA (add Desire)	Stages of awareness
Cold emails get no replies	PAS	Reciprocity
People like my content but don't buy	Funnel (TOFU/MOFU/BOFU)	Lead magnet
Strangers don't trust me	Social proof	Authority
Prices feel too high to buyers	Anchoring	Good-better-best tiers
Everyone picks my cheapest plan	Decoy effect	Default effect
Buyers think I'm too cheap to be good	Price-quality signal	Value equation
Renewals and reminders get ignored	Loss aversion	Endowment effect
People sit on the fence for weeks	Commitment and consistency	Scarcity (only if real)
My pricing page confuses people	Choice overload	Good-better-best tiers
Too much work, not enough money	Pareto 80/20	Value equation
Growth restarts from zero each month	Flywheel	AARRR
Ads stopped working as I scaled	Brand and activation	Mental availability
Clients don't come back or refer	Peak-end rule	1-Page Plan (boxes 7–9)
Unsure if the product is wanted	Product-market fit	Jobs To Be Done
Market feels too crowded	Blue Ocean	STP
No plan, just random posting	1-Page Marketing Plan	4Ps in reverse

02

Attention and positioning

Get noticed, then get remembered for one thing.

Purple Cow

What it is: Be remarkable or be invisible. Remarkable means worth making a remark about, not expensive.
Coined by: Seth Godin, Purple Cow (2003).
Real example: Dolly Chaiwala in Nagpur pours tea like a stage act, so people film him. In late February 2024 Bill Gates posted a video buying chai from him.
Use it today: (15 min) Finish this line as a customer would say it to a friend: "You should try ____, they're the ones who ____." Paste it next to a competitor's name. If it still fits, list 3 things you could do differently in the product or service (not the ad) and pick one to test this month.

> Common mistake: Trying to be remarkable in the ad while the product stays normal. Fine is forgettable.

Positioning

What it is: Own one word or idea in the customer's mind, in relation to competitors.
Coined by: Al Ries and Jack Trout, Positioning: The Battle for Your Mind (1981).
Real example: Volvo owns 'safety'. Thums Up has used 'toofan' (storm) and strong taste in its ads for years, e.g. 'Soft drink nahi, toofan'.
Use it today: (20 min) Fill: "For [who], we are the [category] that [one word/idea], unlike [alternative]." Example: "For clinic owners, we are the local SEO freelancer who only does Google Maps, unlike generalist agencies." Put the one word in your homepage H1 and bio.

> Common mistake: Owning five words at once. A list of strengths is not a position.

STP (Segmentation, Targeting, Positioning)

What it is: Split the market into groups, pick one group to serve, then position for that group.
Coined by: Popularised by Philip Kotler in Marketing Management; segmentation as an idea goes back to Wendell Smith (Journal of Marketing, 1956).
Real example: A gym that targets working women over 40 writes different ads, timings and classes than one aimed at college students.
Use it today: (25 min) Make a 3-row table: segment, what they're trying to do, where they hang out. Pick the row you understand best. Rewrite one page's headline for them only. Example: "SEO for Pune dental clinics" instead of "SEO for businesses".

> Common mistake: Targeting 'everyone who needs X'. That is not a segment.

Jobs To Be Done (JTBD)

What it is: People 'hire' a product to make progress in a situation. Nobody wants a drill, they want the hole.
Coined by: Clayton Christensen built the theory (HBR, 'Know Your Customers' Jobs to Be Done', 2016). Theodore Levitt popularised the drill line, which predates him.
Real example: Christensen's milkshake study: morning commuters hired a milkshake to make a boring drive less boring and keep them full.
Use it today: (20 min) Send this to 5 recent customers: "What was happening the day you decided to look for help with this?" Then rewrite one headline as "Hire us when you need to [job]." Example: from "Best IIT-JEE classes" to "Your kid gets in, and the study fights stop."

> Common mistake: Writing the feature list (the drill) and calling it a value proposition.

USP (Unique Selling Proposition)

What it is: One specific benefit that competitors don't or can't claim, strong enough to move people.
Coined by: Rosser Reeves, Reality in Advertising (1961).
Real example: M&M's: 'Melts in your mouth, not in your hand.'
Use it today: (15 min) Fill: "[Specific benefit], because only we [reason]." Example: "First ranking report in 7 days, because we only work with 5 clients a month." If the reason is "great service" or "experienced team", keep digging.

> Common mistake: A USP nobody cares about. Unique is useless if it isn't a selling point.

Stages of awareness

What it is: Buyers sit at one of five stages: unaware, problem-aware, solution-aware, product-aware, most aware. Your message must start where they are.
Coined by: Eugene Schwartz, Breakthrough Advertising (1966).
Real example: A cold Reel about 'why your shop gets no Google calls' (problem-aware) works on strangers. 'Book our ₹4,999 GBP package' works only on most-aware people.
Use it today: (20 min) Open your homepage and write one of the five stages next to the headline. Then look at where your traffic comes from (Search Console queries). If most queries are problem words ("why no calls from Google"), rewrite the headline to name that problem first.

> Common mistake: Leading with the product name to people who don't know they have the problem.

AIDA

What it is: Attention, Interest, Desire, Action: the order a buyer's mind moves through.
Coined by: Credited to E. St. Elmo Lewis (around 1898); the acronym spread through sales books in the early 1900s.
Real example: A late-night food app notification: a joke (attention), the dish named (interest), 'still hot in 12 minutes' (desire), one Order button (action).
Use it today: (15 min) Label your homepage or bio lines A, I, D, A. Missing D? Add one sentence about life after: "Picture opening Search Console on Monday and seeing calls, not just clicks." Keep one action button only.

> Common mistake: Going straight from Attention to 'Buy now'. Without Desire the ask feels pushy.

PAS (Problem, Agitate, Solution)

What it is: Name the problem, show what it costs them, then offer the fix.
Coined by: A long-standing copywriting formula. No single confirmed originator, so no name is credited here.
Real example: Ed-tech ads that open with 'Still no placement?' before showing the course.
Use it today: (15 min) Rewrite your next cold email opener in 3 lines. Template: "Noticed [problem]. That usually means [cost they feel]. Here's the one fix I'd start with: [solution]."

> Common mistake: Agitating too hard. A little pain is persuasive; a lot reads as manipulation.

Mental availability

What it is: Being easy to think of in buying moments, so you come to mind first.
Coined by: Byron Sharp, How Brands Grow (2010), building on Ehrenberg-Bass Institute research.
Real example: Cadbury Dairy Milk's 'Kuch Meetha Ho Jaaye' campaign (Ogilvy, from 2004) tied the bar to moments of celebration.
Use it today: (20 min) Write the exact moment someone needs you, in their words ("my traffic dropped overnight"). Search it on Google, YouTube and Reddit. If you don't appear anywhere, make one post or page that answers exactly that moment this week.

> Common mistake: Only talking to people who already know you, so new buyers never think of you.

03

Persuasion psychology

Each one links to the original study or book. Use them honestly: they work best when the claim is true.

Loss aversion

What it is: A loss feels heavier than an equal gain. 'Don't lose ₹500' beats 'save ₹500' when people already own the ₹500.
Coined by: Daniel Kahneman and Amos Tversky, 'Prospect Theory', Econometrica 47 (1979).
Real example: 'Your ₹500 cashback expires tonight' beats 'Get ₹500 cashback' for points people already hold.
Use it today: (10 min) Rewrite one renewal or reminder line as what they keep. Before: "Renew to get monthly reports." After: "Renew to keep your rankings report and 12 months of history." Use gain framing on new offers.

> Common mistake: Using loss framing on new purchases (nothing to lose yet, so it reads as a threat), or inventing a loss that isn't real.

Framing effect

What it is: The same fact in different words changes the choice.
Coined by: Amos Tversky and Daniel Kahneman, 'The Framing of Decisions and the Psychology of Choice', Science 211 (1981).
Real example: '95% fat free' and '5% fat' describe the same yoghurt. One sells better.
Use it today: (15 min) Write your main claim twice. Gain: "Save 6 hours a week." Loss: "Stop losing 6 hours a week." Put one in an email subject line and the other in the next send. Keep the facts identical.

> Common mistake: Framing that changes the facts. Reframe the truth, never replace it.

Social proof

What it is: People copy what others like them do, especially when unsure.
Coined by: Robert Cialdini, Influence (1984). Aileen Lee named five types (expert, celebrity, user, wisdom of crowds, friends) in TechCrunch, 2011.
Real example: Goldstein, Cialdini and Griskevicius (Journal of Consumer Research, 2008): hotel towel cards saying most guests reuse towels beat a plain environmental message.
Use it today: (20 min) Replace one vague testimonial with a specific one. Ask a happy client: "What was the problem before, what changed, and how fast?" Use their words: "Fixed my GST notice in two days." Add their name and role only with permission.

> Common mistake: Leaning on celebrity or vague praise. Specific proof from people like the buyer works best; friends forwarding you beats everything.

Scarcity

What it is: Things that are harder to get feel more valuable.
Coined by: Worchel, Lee and Adewole, Journal of Personality and Social Psychology (1975): cookies from a near-empty jar were rated more desirable. Cialdini made it a principle in Influence (1984).
Real example: OnePlus sold the OnePlus One by invite only in 2014. Real limits, so it built hype, not lawsuits.
Use it today: (15 min) Search your site and emails for "only", "left", "ends", "limited". Keep only lines that are true. For a service, replace fake urgency with real capacity: "I take 4 new clients a month. 2 spots open for December."

> Common mistake: Fake timers and fake stock. India's CCPA listed 'false urgency' as a dark pattern in its November 2023 guidelines.

Reciprocity

What it is: Give something useful first and people feel they owe you.
Coined by: Dennis Regan, Journal of Experimental Social Psychology (1971): people bought more raffle tickets from someone who had first given them a free Coke. Cialdini, Influence (1984).
Real example: HubSpot's free tools and free courses build goodwill long before the sales call.
Use it today: (25 min) Give one finished thing with no catch. Example: record a 3-minute Loom reviewing one page of a prospect's site and send it with "No pitch, thought this would help." Finished beats a teaser.

> Common mistake: A 'gift' with strings attached. If it feels like bait, the debt never forms.

Authority

What it is: We defer to experts and to signals of expertise.
Coined by: Robert Cialdini, Influence (1984), drawing on Stanley Milgram's obedience studies (1963).
Real example: 'Dentist recommended' works when the dentist is real and named.
Use it today: (10 min) Add one true proof line next to your main button. Template: "[Years] doing [skill] · [what you run or did] · [one named result or client, with permission]." Remove any badge or logo you can't back up.

> Common mistake: Fake badges, borrowed logos or 'as seen in' for a site that never mentioned you.

Commitment and consistency

What it is: After a small yes, people tend to say a bigger yes to stay consistent.
Coined by: Freedman and Fraser, 'Compliance Without Pressure: The Foot-in-the-Door Technique', JPSP (1966). Cialdini, Influence (1984).
Real example: Free trials and quizzes before checkout get a small commitment first.
Use it today: (20 min) Add a tiny first step before your big ask. Example: replace "Book a 60-minute call" with "Answer 2 questions and get a free 1-page audit". The call ask comes after the audit.

> Common mistake: Asking for the big yes first (book a 60-minute call) from someone who just met you.

Unity

What it is: People say yes to 'us'. Shared identity beats simple liking.
Coined by: Robert Cialdini, Pre-Suasion (2016), added it as the seventh principle.
Real example: CRED's founder describes its mission as serving 'the creditworthy', a group members are proud to belong to.
Use it today: (10 min) Find every "for businesses" or "for everyone" on your site and replace one with a named group. Example: "For founders who still do their own SEO."

> Common mistake: A fake tribe. If the identity isn't real to the buyer, it reads as flattery.

Endowment effect

What it is: We value things more once we feel they are ours.
Coined by: Kahneman, Knetsch and Thaler, Journal of Political Economy (1990): people given a mug asked for much more to sell it than others would pay to buy it.
Real example: Lenskart's home trial sends a specialist with frames to try at home, with no obligation to buy.
Use it today: (25 min) Let them hold it before they buy. Example: send a sample report run on their own site, or set up their trial with their data already in it. Then follow up with "Want to keep this running?"

> Common mistake: Trials so short or empty that nothing ever feels owned.

Choice overload

What it is: Too many options can mean fewer purchases.
Coined by: Sheena Iyengar and Mark Lepper, JPSP (2000): a display of 6 jams led to far more purchases than a display of 24. Later meta-analyses (Scheibehenne et al., 2010) found the effect depends on context.
Real example: Most SaaS pricing pages settle on three plans, not eight.
Use it today: (15 min) Count the options on your pricing or services page. More than 3–4? Group the rest under "Custom" and mark one plan "Most picked".

> Common mistake: Treating it as a law. Sometimes more choice helps (experts, clear categories).

Default effect

What it is: People tend to stick with whatever is pre-selected.
Coined by: Eric Johnson and Daniel Goldstein, 'Do Defaults Save Lives?', Science (2003): organ donor rates were far higher in opt-out countries.
Real example: Pre-selected annual billing on pricing pages.
Use it today: (10 min) Decide which option is genuinely best for most buyers and pre-select it (e.g. annual billing, standard package). Never pre-tick paid add-ons.

> Common mistake: Pre-ticking add-ons people didn't ask for. That is a dark pattern ('basket sneaking') in India's 2023 guidelines.

Peak-end rule

What it is: People judge an experience mostly by its best (or worst) moment and how it ended.
Coined by: Kahneman, Fredrickson, Schreiber and Redelmeier, Psychological Science (1993); Redelmeier and Kahneman, Pain (1996), colonoscopy study.
Real example: Redelmeier and Kahneman's colonoscopy patients who had a gentler last few minutes rated the whole procedure as less unpleasant, even though it lasted longer.
Use it today: (20 min) Write a 5-line handover template for the end of every project: what we did, what changed, what to watch, what I'd do next, thank you. Send it before the final invoice, not with it.

> Common mistake: Spending everything on onboarding and letting the project end with an unpaid-invoice email.

04
Pricing

How people read prices, and the line between honest and shady.

Anchoring

What it is: The first number people see becomes the reference for every number after it.
Coined by: Amos Tversky and Daniel Kahneman, 'Judgment under Uncertainty', Science 185 (1974): after a wheel landed on 10 or 65, median guesses for African UN members were 25% and 45%.
Real example: The crossed-out MRP on Amazon. A pricey thali on a menu that makes everything else look reasonable.
Use it today: (10 min) Reorder one price list or proposal so the premium option comes first. Example: Premium ₹45,000 · Standard ₹25,000 · Basic ₹12,000. Change nothing else and watch which one gets picked.

> Common mistake: A fake anchor (an MRP nobody ever paid). It works once, then costs trust.

Decoy effect

What it is: A clearly worse option makes the option next to it look like the smart pick.
Coined by: Joel Huber, John Payne and Christopher Puto, Journal of Consumer Research (1982). Dan Ariely's Economist example in Predictably Irrational (2008).
Real example: Ariely's students: web $59, print $125, print + web $125. With the print-only decoy, 84% chose print + web. Without it, 32% did.
Use it today: (20 min) Write your plans side by side. Is there one that makes your target plan look like the obvious value? If not, add a real, worse-value option next to it. Example: Audit only ₹15,000 · Audit + 30-day fixes ₹18,000.

> Common mistake: A fake plan nobody can buy. Every plan must be real; it's a comparison, not a trap.

Charm pricing (left-digit effect)

What it is: ₹499 feels much cheaper than ₹500 because we read the left digit first.
Coined by: Manoj Thomas and Vicki Morwitz, 'Penny Wise and Pound Foolish: The Left-Digit Effect in Price Cognition', Journal of Consumer Research (2005).
Real example: ₹99, ₹499, ₹999 price points everywhere in Indian e-commerce.
Use it today: (10 min) Use ₹499/₹999 style prices for small, impulse offers (templates, mini audits). Keep round prices (₹25,000) for premium services. Always show the final price including GST on the first screen.

> Common mistake: Charm price on the banner, then 'plus GST, plus delivery' at checkout.

Price-quality signal

What it is: When people can't judge quality, a higher price reads as better quality. Too cheap reads as 'what's wrong with it?'
Coined by: Akshay Rao and Kent Monroe, meta-analysis in Journal of Marketing Research (1989).
Real example: A ₹500 website audit makes buyers wonder what's missing; a ₹15,000 one gets taken seriously.
Use it today: (20 min) If you're the cheapest in your market, raise one service's price and add one line of proof right next to it. Example: "₹15,000 · includes a 40-point checklist and a 30-minute walkthrough call."

> Common mistake: Raising price without raising proof. The signal needs something to back it.

Good-better-best tiers

What it is: Three options let different buyers pay what it's worth to them. Most land in the middle.
Coined by: A long-standing retail practice (Sears catalogues used it); no single originator is confirmed.
Real example: Nearly every SaaS pricing page: Starter, Pro, Business.
Use it today: (25 min) Turn one service into three. Template: Basic (the core deliverable) · Standard (core + the add-on most clients ask for) · Premium (everything + priority support). Price Standard as the one you want to sell.

> Common mistake: Three tiers with no clear difference, so people can't choose and leave.

Drip pricing

What it is: The advertised price grows at checkout through fees added step by step.
Coined by: The term comes from consumer-protection economics (UK Office of Fair Trading, 2010). India's CCPA listed it as a dark pattern in November 2023.
Real example: A ₹999 ticket that ends at ₹1,400 after 'convenience' and 'platform' fees.
Use it today: (10 min) Open your checkout or proposal and add up every fee. Put that total on the first screen or page. Template: "₹18,000 all-in, including GST. No extra fees."

> Common mistake: Thinking it's clever. It is a named dark pattern in India and a top reason carts get abandoned.

Freemium

What it is: A free core product, with paid upgrades for people who need more.
Coined by: The model was named 'freemium' in 2006 (term credited to Jarid Lukin, popularised by investor Fred Wilson's blog).
Real example: Canva, Spotify, Google Search Console's free tier vs paid SEO tools.
Use it today: (20 min) Write two lines. Free: "the one thing that proves value in 10 minutes." Paid: "what they need once it works." Example: free 5-keyword report, paid weekly tracking.

> Common mistake: Giving away so much free that nobody needs to pay, or so little that nobody sees the value.

05

Funnels and growth

Turning strangers into buyers, and buyers into the next buyers.

Funnel (TOFU / MOFU / BOFU)

What it is: Top: strangers who need help, not you. Middle: people comparing. Bottom: people ready to buy, who need zero friction.
Coined by: The funnel idea traces to AIDA (E. St. Elmo Lewis, ~1898) and William Townsend's Bond Salesmanship (1924). The TOFU/MOFU/BOFU labels came later from content-marketing practice; no single originator.
Real example: A café: a reel on brewing filter coffee (top), 'our beans vs supermarket beans' (middle), Maps listing + WhatsApp order button (bottom).
Use it today: (15 min) Label your last nine posts T, M or B. All one letter? Make one piece for the missing stage this week. Example for a freelancer: T = "why your site gets no calls", M = "freelancer vs agency", B = "book a free audit" link.

> Common mistake: 'Book now' posts shown to strangers. Bottom content, top audience, silence.

AARRR (Pirate Metrics)

What it is: Five numbers for a growing product: Acquisition, Activation, Retention, Referral, Revenue.
Coined by: Dave McClure, 'Startup Metrics for Pirates' talk (2007).
Real example: A SaaS tracks signups (acquisition), first project created (activation), week-4 logins (retention).
Use it today: (25 min) Write one number next to each letter for last month: Acquisition (new visitors or leads), Activation (did the first useful thing), Retention (came back), Referral (sent someone), Revenue. Circle the weakest. Fix only that this month.

> Common mistake: Pouring money into Acquisition when Activation or Retention is the leak.

Flywheel

What it is: A loop where each part speeds up the next, so growth compounds instead of restarting each month.
Coined by: Jim Collins, Good to Great (2001). Amazon's version is the famous 'virtuous cycle' Jeff Bezos sketched.
Real example: Amazon: lower prices, more customers, more sellers, more selection, lower costs, lower prices.
Use it today: (20 min) Draw 4 boxes in a circle: happy client → [review/case study/referral] → [new leads] → [more clients] → back to happy client. Add one action to make the first arrow happen automatically, like a review request on day 14.

> Common mistake: Drawing a flywheel with no real link between the steps.

Product-market fit

What it is: When the market pulls the product out of you: people want it badly enough that growth gets easier.
Coined by: Marc Andreessen, 'The only thing that matters' (2007). Sean Ellis proposed the survey test: if 40% would be 'very disappointed' without it, you're close.
Real example: Ask users 'How would you feel if you could no longer use this?' and count 'very disappointed'.
Use it today: (15 min) Send your last 20 customers one question: "How would you feel if you could no longer use [product]? Very disappointed / Somewhat / Not." Read only the 'very disappointed' answers and copy their words into your homepage.

> Common mistake: Scaling ads before fit. Ads amplify whatever you have, including a weak product.

LTV and CAC

What it is: LTV = what a customer is worth over their lifetime. CAC = what it costs to win one. Growth works only when LTV is well above CAC.
Coined by: Standard unit economics in SaaS and direct marketing; no single originator. A 3:1 LTV:CAC rule of thumb is widely repeated but has no single traceable source, so treat it as a guide.
Real example: A freelancer paying ₹2,000 in ads per client who stays 6 months at ₹10,000/month is fine. One who stays one month at ₹1,500 is not.
Use it today: (20 min) On one line: average monthly fee × average months a client stays = LTV. Total spend on ads, tools and time to win clients last quarter ÷ clients won = CAC. If CAC is close to LTV, stop scaling and fix retention first.

> Common mistake: Counting only the first payment as LTV.

Lead magnet

What it is: Free, useful value given in exchange for an email or contact.
Coined by: A direct-response marketing term; no single confirmed originator.
Real example: A free checklist sent when someone comments a keyword under a reel.
Use it today: (30 min) Pick the one question people ask you most. Turn your answer into a 1-page checklist. Put it at the end of your most-visited post: "Get the 1-page checklist". Small and finished beats a 60-page ebook.

> Common mistake: A 60-page ebook nobody finishes. Small and finished beats big and unread.

06
Strategy

The big-picture frameworks, plus a one-page plan to put them to work.

4Ps, 7Ps and 4Cs (the marketing mix)

What it is: Product, Price, Place, Promotion. Services added People, Process, Physical evidence. The 4Cs flip it to the customer: Consumer, Cost, Convenience, Communication.
Coined by: E. Jerome McCarthy, Basic Marketing (1960). Bernard Booms and Mary Jo Bitner (1981) for the 7Ps. Robert Lauterborn, Advertising Age (1990) for the 4Cs.
Real example: A tiffin service asks where hungry people already search (Google, Swiggy) and what they type. That's Place and Promotion, just in a new order.
Use it today: (20 min) Write your four Ps in reverse. Place: where buyers already look ("Google Maps, WhatsApp"). Promotion: what they type there. Product: what fits that place. Price: last.

> Common mistake: Filling four boxes like a form. The mix is a set of questions, not a template.

Pareto principle (80/20)

What it is: A small share of inputs usually drives most results. 80/20 is a rule of thumb, not a fixed ratio.
Coined by: Vilfredo Pareto observed in 1896 that about 80% of Italy's land belonged to about 20% of people. Joseph Juran turned it into 'the vital few and the trivial many'.
Real example: In Search Console, a handful of pages often bring most of a site's clicks.
Use it today: (25 min) Make two columns: revenue per client and hours per client. Rank by revenue per hour. Reprice the bottom one: "From January, this work is ₹X/month to cover the real hours." Or sort Search Console pages by clicks and update the top 10 first.

> Common mistake: Quoting '80/20' as a law. Measure your own split.

Blue Ocean Strategy

What it is: Create a market with no direct competition instead of fighting in a crowded one.
Coined by: W. Chan Kim and Renée Mauborgne, Blue Ocean Strategy (2005).
Real example: Cirque du Soleil mixed circus and theatre and dropped animal acts, so it stopped competing with other circuses.
Use it today: (25 min) List 5 things every competitor offers. Pick one to drop (that buyers don't value) and one nobody offers to add. Write the new offer in one line.

> Common mistake: Calling a tiny niche a blue ocean when there's simply no demand.

Value equation

What it is: Value = (Dream outcome × Perceived likelihood) ÷ (Time delay × Effort and sacrifice).
Coined by: Alex Hormozi, $100M Offers (2021).
Real example: An agency that guarantees a first report in 7 days raises likelihood and cuts time delay without dropping price.
Use it today: (15 min) Score your offer 1–5 on: dream outcome, likelihood, time delay, effort. Improve the lowest one this week. Example: "first report in 7 days" cuts time delay without changing price.

> Common mistake: Only raising the dream outcome. Bigger promises without likelihood read as hype.

Brand and activation (long and short)

What it is: Brand building works slowly and broadly; sales activation works fast and narrowly. You need both.
Coined by: Les Binet and Peter Field, The Long and the Short of It (IPA, 2013). They suggest roughly 60% brand, 40% activation as an average, which varies by category.
Real example: A SaaS that only runs bottom-funnel ads sees costs rise as it runs out of people who already know it.
Use it today: (15 min) Look at last month's posts and ads. Mark each B (people will remember us) or A (asks for the sale). All A? Plan one B piece this week, like a useful guide with no pitch.

> Common mistake: Treating 60/40 as a fixed law for every business.

The 1-Page Marketing Plan (9 boxes)

What it is: Nine boxes in three phases. Before they buy: target market, message, media. During: lead capture, lead nurture, sales conversion. After: deliver a great experience, increase lifetime value, get referrals.
Coined by: Allan Dib, The 1-Page Marketing Plan (2016).
Real example: A local SEO freelancer: box 1 'clinic owners in Pune', box 3 'Google + WhatsApp', box 9 'ask for a referral on day 30'.
Use it today: (30 min) Fill the blank template below tonight, in order. Any empty box is your next task.

> Common mistake: Filling only the 'before' boxes. Most plans die in 'during', with no follow-up.

Your 1-page plan (blank)

BEFORE they buy
1. Target market (one job, one place): ____
2. Message (their problem in their words): ____
3. Media (where they already look): ____

DURING
4. Lead capture (form, number, keyword): ____
5. Lead nurture (3 dated follow-ups): ____
6. Sales conversion (one offer, one price, one deadline if real): ____

AFTER
7. First-week experience: ____
8. Increase value (report, upsell, renewal): ____
9. Referrals (ask on day ____): ____

> Based on Allan Dib's nine boxes. Write short. One line per box.

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Every claim in this Cheat sheet traces back to one of these. Checked 2026-11.

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