



**Target Group**

**Value**

**Strategic Partners**

**Cornerstone Clients**



### One-Pager for Value Group

Group Name: \_\_\_\_\_

Value (why people would join):

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- 
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Partners

Target Member Profile

Cadence of Meetings

Meeting Location

Sample Topics



Execution Steps		
Steps	Owner	Due Date
Develop branding/visual identity for the group		
Finish one-pager		
Build out list of all specific individuals in Target Group		
Pitch to Strategic Partners with one-pager and Target Group list		
Pitch to Cornerstone Clients		
Pitch to "next level" of clients desired		
Decide on details of initial meeting (topic, speaker, location, etc)		
Develop collateral to reach out to entire Target Group		
Market to entire Target Group		