## **My Marketing Plan**



Revenue Sources	Income C	hannels		Marketing	Phases	Mark	eting Budç	jet	
Products	Clients		Youself		Month	Monthly Budget			
Services	Network			Marketing Su	Cost I	Cost Per-Lead			
Team	Team			Follow Up Su	upport	Cost I	Cost Per-Client		
Company	Company			Sales Team		Retur	Return-On-Investment		
Marketing Channels	Verify Lead			Lead Comr	In Pe	In Person Meetings			
Referral Marketing	Decision Maker			Tasks	Additi	Additional Contact Info			
Networking	Name			Call Backs	Introd	Introduction Packet			
Telemarketing	Mobile			Emailing	Perso	Personal Letter			
Door Knocking	Email			Meetings	Regis	Registered on Website			
Social Media	Address			Presentation	Webs	Website Reviewed			
Search Marketing	Facebook URL			Paperwork		Subso	Subscribe to Newsletter		
Direct Mail				Problems	Soluti	Solutions			
Email Marketing				Solutions	Promo	Promotional Item			
Advertising			Referrals		Set-Up Next Action				
Behaviors:		Daily Goal	Mon	Tue	Wed	Thu	Fri	Sat	
25 New Calls Daily (Results	)								
# of New/Lead/Follow-Up (D	Daily)								
# of Customer Service Activ	ities								
# of Personal Messages									
Personal Contacting (3 times weekly)									
Role Play (Practice Sales)									
Attend Coaching/Sales Mee	tings								
Daily Report Numbers (Y/N)	)								
What are My "Go-To"	Plays to Wi	n?							
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