

The Ultimate 5 Step Marketing Plan

STEP 1

- Analyze your strengths and weaknesses
- Get rich in niche
- Identify your blind spots - they cause you to miss opportunities
- Match your marketing strategies to your strengths
- Improvement opportunities will be revealed

STEP 2

- Clarify what you want - goals
- Income
- Be crystal clear, write them down
- What will you do with the money - that's the "why" - motive, commitment and resolve
- Time included - reasonable progress

STEP 3

- Preparing for success is creating habits of success
- What do you have to learn - close the customer? Better sales skills?
- Spend 10% of time, effort and dollars on 'skills development'
- Get out of the ruts that are holding you back

STEP 4

- Prospecting - your #1 priority
- Show up more. Be visible, network
- Consistent prospecting creates consistent and predictable income
- Don't dabble - 2-3 marketing strategies tops

STEP 5

- Track activities - what are you getting for time invested?
- Stop doing what isn't working quickly
- Make adjustments quickly