

# Create Your 2025 Public Speaking Sales and Marketing Plan

## Class Notes

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### 1. Welcome

Welcome to the 2025 Midyear Public Speaking Sales and Marketing Planning Class. My name is Eric Lofholm, and I will be your instructor today.

I have guided thousands of students through this planning process every year since 2003! I am excited to be here. I am committed to doing my part and providing you the training, encouragement, and inspiration for you to successfully complete your plan.

*"All achievement begins in thought" – Napoleon Hill*

Your first golden nugget is clarity! The clearer you are, the more likely you are to manifest a result.

The purpose of this class is for you to create a written 2025 Midyear Public Speaking Sales and Marketing Plan by June 30, at 11:59 PM Pacific and email your plan to [eric@ericlofholm.com](mailto:eric@ericlofholm.com).

The goal is for 100% of you to email your plan on or before the due date.

- Commitment Email (send now):
  - To: [eric@ericlofholm.com](mailto:eric@ericlofholm.com)
  - Subject: I commit
  - Body: I commit to complete my 2025 midyear public speaking sales and marketing plan by June 30 at 11:59 PM Pacific and email it to you Eric.
  - Add your name.

Focus on completion versus perfection — this is a distinction about action. You will receive a letter grade of A by completing the plan. It doesn't need to be perfect.

Recordings will be available at <https://ericlofholm.lpages.co/replay-midyear-public-speaking-planning-class/>

I am launching my new Speaker Coaching Program this Friday at 10 AM Pacific. Register at <https://events.ericlofholm.com/speaking-coaching-program>

Bonus: Receive a 30-minute coaching session — sign up at <https://events.ericlofholm.com/free-session>

Questions? Email [customerservice@ericlofholm.com](mailto:customerservice@ericlofholm.com)

## 2. Content

Why create a plan? Because we are here to get more speeches, get more clients, create more revenue, and grow your speaking business.

When you write down your plan you are creating your vision for 2025 in writing.

You will start off 2025 excited and motivated! Imagine how you will feel starting the New Year with a completed plan.

What if I have more than one business? Choose the focus that will make the biggest impact and replicate the process for each additional business as needed.

I encourage you to use Chat GPT. If you feel resistance, definitely give it a try — it's a tool that will help you create results. You can access Chat GPT at [www.chatgpt.com](http://www.chatgpt.com). The free version is sufficient for what we'll cover.

### **GSA**

#### **Goal**

What are your speaking goals?

# of speeches

Income

# of coaching clients

Books written

Social media followers

#### **Strategy**

How will you accomplish your goals? - AI (Chat GPT) is great at helping put together the strategy

#### **Action**

If you want support I am putting together a 6 month, affordable coaching program called Create Revenue Now for Speakers and Coaches that I will be launching on Friday at 10 am pacific.

<https://events.ericlofholm.com/speaking-coaching-program>

## Recommended Chat GPT Prompts

- **Prompt:** I want to create a 2025 public speaking sales and marketing plan. Can you help me by providing a list of questions I should ask to create my plan?
- **Prompt:** I am creating a 2025 public speaking sales and marketing plan. My goal is to earn \$50,000 (or your number) over the next 6 months. I would like help creating this plan. I would like my plan to be 3 pages long (or your desired length). Can you give me any suggestions on how to create my plan?
- **Prompt:** I want to have a theme. Can you suggest 20 possible themes for me?
- **Prompt:** What are 10 ideas on how I can generate leads for speaking engagements?
- **Prompt:** Summarize the key ideas in this chat.
- **Prompt:** I want to work 40 hours per week (or however many hours you want to work). Can you suggest what a typical week should look like?
- **Prompt:** I want to train 3 hours per week to grow professionally. Can you suggest a plan on how I can do this?
- **Prompt:** I want a prospecting strategy. I will reach out to 10 places per week to speak. Can you create a prospecting strategy?
- **Prompt:** I want to have a content strategy where I am posting on Facebook, LinkedIn, and Instagram. I want to do 1 post per day on each platform including lives, video, and written content. Can you provide a plan for me?
- **Prompt:** Can you take this entire chat and create a 6-month strategic plan based on this chat?