

Create Your 2026 Sales and Marketing Plan Class 2

We are going to get an assist from Chat GPT.

1. Welcome
2. Content
3. Share Bonus

1. Welcome

Welcome to the 2026 Sales and Marketing Planning Class. My name is Eric Lofholm, and I will be your instructor over the next 2 sessions.

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 2026 Sales and Marketing Plan by December 31, 2025, at 11:59 pm pacific and email your plan to eric@ericlofholm.com. The goal is for 100% of you to email your plan on or before the due date.

Email me right now the following email.

Send it to eric@ericlofholm.com

Subject: I commit

I commit to complete my 2026 public sales and marketing plan by December 31 at 11:59 pm pacific and email it to you Eric.

(Add your name)

The due date of your plan is December 31 at 11:59 pm pacific. You will receive a letter grade of A.



Here are the dates of the classes:

- Tuesday, December 16 at 4 PM PST
- Thursday, December 18 at 4 PM PST

The recordings will be available <https://hubpagereplay.com/>

I am launching my new coaching program this Friday at 9 AM pacific. To register go to <https://events.ericlofholm.com/2026-coaching>

The 2026 Sales and Marketing Plan Series is open to the public. You can invite anyone. Here's the link to register: <https://planningclass.com/>

As a bonus, you can receive a 30-minute coaching session

Sign up here <https://planningclass.com/free-consult-8173>

If you have any questions, you can email customerservice@ericlofholm.com

2. Content

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 people per day. Can you create a prospecting strategy?

Prompt

I want to have a content strategy where I am posing content on Facebook, LinkedIn and Instagram. I want to do 1 post per day on each platform. The content will include doing lives, posting video and sharing written content. Can you provide a plan for me?



3. Share Bonus

Share about this class on social media. You can hit the share button on the post on my personal Facebook page at www.facebook.com/ericlofholm. When you share that post let people know you are doing this class and encourage them to attend.

After you share that post or after you post about this class with the link to register send me an email at eric@ericlofholm.com and put December 18 Share bonus in the subject line of the email. I will then send you the audio version of my book Continuous Sales Improvement as well as a mystery video that is one of my favorite success videos.