



Create Your 2025 Public Speaking Sales and Marketing Plan Class 1 of 3

We are going to get an assist from Chat GPT.

1. Welcome
2. Content
3. Homework

1. Welcome

Welcome to the 2025 Public Speaking Sales and Marketing Planning Class. My name is Eric Lofholm, and I will be your instructor over the next 3 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 2025 Sales and Marketing Plan by December 31, 2024, 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 2025 public speaking 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.

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.

Here are the dates of the classes:

- Tuesday, December 10 at 4 PM PST
- Wednesday, December 11 at 4 PM PST Bonus Session
- Thursday, December 12 at 4 PM PST

The recordings will be available at <https://ericlofholm.lpages.co/replays-2025-public-speaking-plan/>

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

The 2025 Public Speaking Sales and Marketing Plan Series is open to the public. You can invite anyone. Here's the link to register:
<https://ericlofholm.lpages.co/2025-public-speaking-plan/>

As a bonus you can receive a 30-minute coaching session
Sign up here: <https://ericlofholm.lpages.co/speakerplanningclass-free-coaching/>

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

2. Content

Why create a plan?

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 off the New Year with a completed plan done.

What if I have more than 1 business?

2025 Public Speaking Sales and Marketing Plan

The goal of this class is for you get you started on creating a 3-page public speaking sales and marketing plan for 2025. I am going to encourage you to use Chat GPT. If you have resistance to using Chat GPT then defiantly try using it. It is a tool that will help you create results.

You can access Chat GPT at www.chatgpt.com. There is a paid version. That is \$20 per month. You don't need the paid version for what I am going to teach you.

I am going to give you suggestions of prompts. A prompt is what you type into Chat GPT. You can also create your own 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 \$100,000 (or whatever your number is) in 2025. I would like help creating this plan. I would like my plan to be 3 pages long (or whatever length you want). Can you give me any suggestions on how to create my plan?

This next prompt will build on what you previously did. Also Chat GPT will save your work.

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

convert the summary into a word doc

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 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. Homework

Create a file in your computer called - 2025 Public Speaking Sales and Marketing Plan.



Create an outline by Thursday, December 12th at 3:59 pm pacific using the ideas we discussed today about how to create a sales and marketing plan.

Also create a theme for your 2025 year. Include your theme as part of your homework.

Submit assignment #1 to eric@ericlofholm.com and your coach if applicable. Put Assignment #1 in the subject line of the email.

I will then email you back a letter grade of A and send you a bonus video. The video is one of my all-time favorite motivational videos.