



Create Your 2025 Sales and Marketing Plan Class 3 of 3

1. Welcome
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1. Welcome

Welcome to the 2025 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.

The purpose of this class is for you to create a written 2025 Sales and Marketing Plan by December 31, 2023, 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.

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 10 at 10 AM PST
- Wednesday, December 11 at 10 AM PST Bonus Session
- Thursday, December 12 at 10 AM PST

The recordings will be available at www.hubpagereplay.com

I am launching my new coaching program this Friday at 8 AM pacific. To register go to <https://ericlofholm.lpages.co/coach-with-eric-2025/>

The 2025 Sales and Marketing Plan Series is open to the public. You can invite anyone. I am doing an encore class on December 17 and 19. Here's the link to register: www.planningclass.com

As a bonus you can receive a 30-minute coaching session
Sign up here: <https://ericlofholm.lpages.co/2025-coaching-plan/>

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

2. Content

Build skillsets into your plan

Skill Sets (15 minutes per week)

1. Zoom
2. Facebook
3. Email Marketing
4. Recruiting
5. LinkedIn
6. Video
7. Leadership
8. Action
9. Consistency
10. Time management

Sales Math

This is a good thing to work on in your coaching call.

What is your income goal?

How many sales do you need to make to earn your income goal?

How many appointments do you need to run to hit your sales goal?

How many leads do you need to hit your appointment goal?

Build Technology into your Plan

Software

CRM

Apps

Smartphone

Video

Testimonial for the Planning Class

Email me a testimonial or post a testimonial on social media about this class or do both.

It can be:

1. A written testimonial
2. A Facebook Live
3. A video



Email me at eric@ericlofholm.com and I will send you my best-selling script book as an audio book + a bonus video on Action as a reward.

Do you have a group of 50 or more you can put me in front of?

If yes, I will do a customized planning class for them at no cost
Email me at eric@ericlofholm.com

Build prospecting into your plan

My plan is 25 reach outs, 5 days per week

Build a morning routine into your plan

3-9 Minutes

I Am Statements 1-3 minutes

Mirror Work - I love you 1-3 minutes

Review your goals 1-3 minutes

Build social media into your plan

Here are some examples

Daily Post on any of the platforms

Add 2 new people per day

Weekly Facebook Live

4 Videos per month for your YouTube Channel

You have 3 minutes. Go!

Commitment



