



Create Your 2025 Sales and Marketing Plan Class 2 of 3

Decisions

We are going to get an assist from Chat GPT.

1. Welcome
2. Content
3. Share Bonus
4. Homework

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.

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 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 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 <https://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. 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/>

Facebook Group: <https://www.facebook.com/groups/CreateYourSalesPlan>

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

2. Content

Why create a plan?

We are here to make more sales, make more money and grow our businesses/the business your work for or with.

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

Create a new story
Jen'El

Total hours in 2025
Work hours
Time off
Weekly

Level 10 exercise

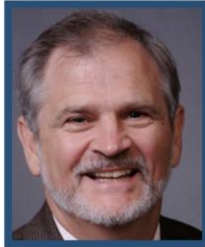
LEVEL 10 EXERCISE

Health as a sales strategy

Association



\$250,000 IDEA



Plant your flag
Definite chief aim
Dad story
My story

**MY DAD PLANTED HIS FLAG IN
PHARMACY AND BECAME ONE
OF THE BEST IN THE WORLD
BY LOGGING 100,000 HOURS.
HE PLAYED THE LONG GAME.**



Tony Robbins Fiji



4. 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 the 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 10 Share bonus** in the subject line of the email. I will then send you the electronic version and audio version of my best-selling book The System as well as a mystery video that is one of my favorite success videos.