



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

Today is dreams day!

1. Welcome
2. Content

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.

The purpose of this class is for you to create a written 2025 Public Speaking 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.

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

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>

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

Today we are going to dream!

You can do 1 year of lifetime goals.

Pick a goal that inspires you



550 Motivational Sales Trainings in 1 year
Guinness book of world's records

Revenue

How much revenue do you want to create in 2025?

Dreaming document

Dream your biggest speaker dream

1M YouTube subscribers
Greatest sales trainer of all time
Sell 1M books
\$25,000 keynote speeches
\$25,000 coaching clients
\$100,000 corporate training
\$30,000 per month Facebook ads budget

Write it down

Speeches

How many speeches do you want to deliver in 2025?

Seminars

How many seminars do you want to self-promote in 2025?

Coaching

How much coaching revenue in 2025?

How many clients do you want to have?

Lives

How many Facebook, LinkedIn, YouTube, Instagram, Lives do you want to do in 2025?

Courses

How many courses do you want to do in 2025?

Title

How many modules

How long will each module be?

Will you have a workbook?

Where will the course be housed? (membership website)

High ticket

Do you want to create an offer at \$5,000 - \$100,000?

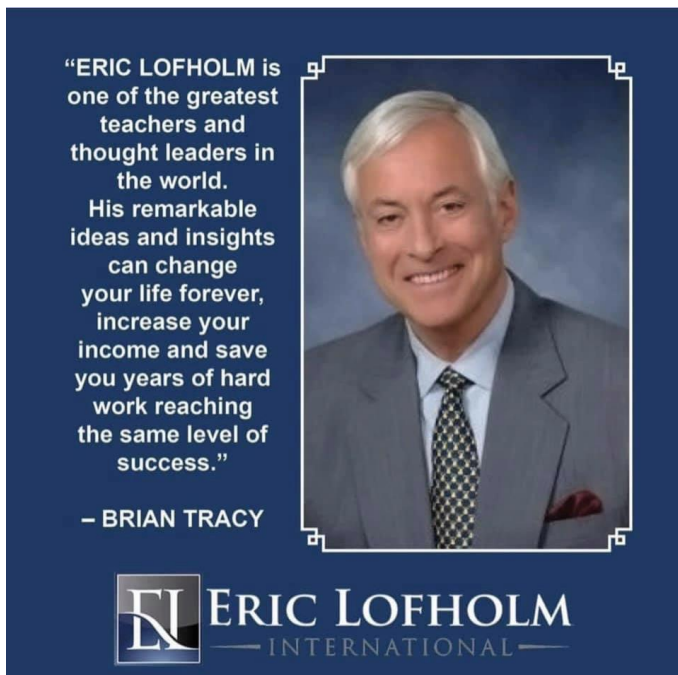
Share the stage with

Who do you want to share the state with



Endorsed by

Who do you want to be endorsed by?



Email list

How big do you want to grow your email list to?

Prospecting

How many reach outs will you do in 2025?

I am going to do 6,250

Team

Do you want to create or add to your team in 2025 and beyond?

Books

What books do you want to write