



Create Your 2025 Midyear Sales and Marketing Plan Class 1 of 2

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1. Welcome

Welcome to the 2025 Midyear 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 Midyear Sales and Marketing Plan by June 30, 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 2025 Midyear Sales and Marketing plan by June 30 at 11:59 pm pacific and email it to you Eric.

(Add your name)

The due date of your plan is June 30 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, June 17 at 10 AM PST
- Thursday, June 19 at 10 AM PST

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

I am launching my new coaching program this **Friday at 10 AM PST**. To register go to <https://events.ericlofholm.com/best6months>

The 2025 Midyear 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://hubpagereplay.com/>

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

2. Content

Why create a plan?

When you write things down you are more likely to follow through and take action.

When you create a plan, you tend to increase your results.
You will be more confident.

You will start off July 1 excited and motivated!



Imagine how you will feel starting off the 2nd half of this year with a completed plan done.

What if I have more than 1 business?

Create 1 plan per business.

There is no set way to create your plan.

What is most important to me is that you complete your plan. How you do it is up to you.

Create a theme for the rest of 2025

The Year of Massive Action

The Year of the Comeback

The Year of social media

The Year of Expansion

The Year of Duplication

The Year of Systems

The Year of Wealth Building