



Create Your 2024 Midyear Sales and Marketing Plan Class 1 of 2

Welcome to the 2024 Midyear Plan Class!

My name is Eric Lofholm, and I will be your instructor for 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 plan for the next 6 months for your business.

The purpose of this class is for you to create a written 2024 Midyear Sales and Marketing Plan that is 3 pages or less by June 30, 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 2024 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. Submit your plan on time and 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 for classes.

- Tuesday, June 18 at 4 PM PT
- Thursday, June 20 at 4 PM PT

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

The 2024 Planning Class Series is open to the public. You can invite anyone.

Here's the link to register: <http://planningclass.com/>



Coaching Program Preview Webinar – Friday at 9 am pacific

To register go to <https://ericlofholm.lpages.co/coach-with-eric-june21/>

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

Create your 6-month Plan

What we are going to do today, and Thursday is write out our business goals for the next 6 months and create written plans on how we will achieve those goals.

100% / 100%

Water boils at 212

This is where the miracle occurs

GSA – Goal, Strategy, Action

Let's begin by setting some overall goals of what you want to accomplish over the next 6 months.

Ideas to consider:

- Gross sales goal
- Income goal
- New client goal
- Recruiting goal
- Social media follower's goal

You have 4 minutes to create some 6-month goals. Go!

Now we are going to create monthly goals. Think about what you want your monthly goals to be over the next 6 months.

Consider:

- Monthly gross sales goal
- Monthly income goal
- Monthly new client goal
- Monthly recruiting goal
- Monthly social media follower's goal

You have 4 minutes to create some monthly goals. Go!

Create a Theme for the 2nd half of 2024!

- The Rest of 2024 is the Season of Consistency
- The Rest of 2024 is a Fresh Start
- The Rest of 2024 is a New Beginning
- The Rest of 2024 is a Fresh Start
- My Theme is Massive Action
- My Theme is Leverage
- The Rest of 2024 is the Season of Massive Action
- The Breakout Year
- The Rest of 2024 is the Season of Duplication
- The Rest of 2024 is the Season of the Full Practice
- The Rest of 2024 is the Season of my Book being Published

You have 3 minutes to create your theme. Go!

Kevin Knecht is available to do 50 free coaching to help you with your plan or review your plan. There is nothing for sale on these coaching calls. By booking a call with Kevin it creates accountability to support you in completing your plan. To request your coaching session with Kevin go to <https://ericlofholm.lpages.co/2024-midyear-coaching/>

Have Kevin share

This Friday at 9 am pacific I will be launching my new \$1M Sales Coaching Program for 20 people. I am going to blow you away with the offer I am going to make on Friday. To register for that zoom go to <https://ericlofholm.lpages.co/coach-with-eric-june21/>

You can attend live or the recording

Build association into your plan

- \$250,000 Idea
- Who do you want to JV with, partner with, hire, train with?

You have 3 minutes to identify 2 people you would like to associate with at a higher level.

Sales Math

- What is your income goal?
- What is your annual revenue goal?
- How many calls does it take to book an appointment?
- How many appointments does it take to make a sale?
- How much do you make per sale?
- 20 calls to book an appointment.



- 1 sale for every 3 appointments
- \$5,000 per sale
- \$100,000 income goal
- So we need:
- 20 sales or about 3 per month

*Write down how many sales do you need to make to achieve your income or sales goal.
You have 4 minutes. Go!*

Focus on Revenue Producing Activities

You have 3 minutes to identify 3 revenue producing activities. Go!

First Company Story