



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

1. Welcome
2. Content

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.

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 8 AM pacific. 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

Create Your 2025 Sales and Marketing Plan



Sign up here: <https://hubpagereplay.com/>

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

2. Content

Prompt 1:

You are a world-class sales and marketing strategist with experience helping businesses generate \$25K–\$1M+ in 6 months.

I am creating a 6-month sales and marketing plan to generate \$[insert goal, e.g. 100,000] in revenue.

My context:

- Product/Service: [brief description]
- Target market: [who you sell to]
- Email list size / social followers / past clients: [quick metrics]
- Time I can commit weekly: [e.g., 10 hours/week]

Request:

Create a 6-month sales and marketing plan that includes:

1. Monthly revenue goals and cumulative targets
2. Recommended lead generation strategies
3. Outreach methods and content ideas
4. Ideal sales activities
5. Weekly action plan to stay on track

Also include any tools, systems, or metrics you recommend to measure and optimize performance.

Prompt 2 Lead Generation:

You are a world-class lead generation strategist.

I need your help to build a **6-month lead generation plan** that fills my pipeline with qualified leads.

Context:

- I sell [describe your product/service, e.g., “sales training using AI”]
- My target market is [describe ideal customers]
- My pricing is [range or average sale size]
- My biggest challenge is [e.g., low top-of-funnel activity, poor conversion]
- I can commit [hours per week] to lead gen
- I have access to [e.g., email list, LinkedIn, VAs, ad budget, CRM tools]

Deliverables I want:

1. 2–3 core lead generation strategies (with rationale)
2. Specific weekly activities and outreach goals
3. Ideal lead sources (e.g., cold outreach, webinars, content, referrals, ads)
4. Recommended tools/systems to automate and scale
5. Monthly milestones and metrics to track progress
6. Tips for rapid testing and adjusting based on results

Prompt 3 Social Media:

You are a world-class social media strategist.

I'm building a 6-month sales and marketing plan to grow my business. I want to use social media as a key part of my lead generation, branding, and client acquisition strategy.

Please create a customized **6-month social media marketing plan** based on the following context:

- My product/service: [Insert what you sell]
- My target audience: [Insert who you sell to]
- My main goal: [e.g., generate \$100K, get 50 new clients, etc.]
- Time I can dedicate per week: [Insert hours/week]
- Platforms I'm currently using: [List social platforms]
- Assets I have: [e.g., email list, content library, VAs, etc.]

Deliverables I want:

1. Recommended platforms to focus on
2. Weekly content plan (type of posts, frequency, style)
3. Strategy to turn social content into leads and sales
4. Tips to increase reach, engagement, and conversions
5. Tools to automate and scale
6. Monthly goals and key metrics to track success

Make this plan clear, results-driven, and easy to implement.