



WEEKLY MARKETING PLAN TEMPLATE

Year: _____

Week: _____

Ultimate Income Goal for This Year: _____

My income goal for this week is _____

This week, the focus in my business is

My business goal for this month is

I will be working with _____ existing clients this week

I will gain _____ new list subscribers this week using the following:

Irresistible Offer:

I will gain new subscribers by promoting my IFO this week via _____

Facebook/Twitter Marketing feed:

I would like to attract _____ new clients

Networking

I will attend the following networking events where my ideal clients hang out this week:

- 1.
- 2.
- 3.
- 4.
- 5.



Prospects – Get Acquainted or Discovery Sessions

I will conduct _____ discovery or get acquainted sessions this week

List their names here as held:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

I will contact _____ prospects to schedule Get Acquainted/Discovery Sessions this week:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Prospecting Calls

This week, I will make a minimum of 30 prospecting calls, spending at least 90 minutes three times this week. Below you will find the days and times I will schedule my prospecting time:

Day 1	Time
Day 2	Time
Day 3	Time

Social Media

I will reach out to five (5) social media contacts to learn more about them and how my business can help them solve a problem they have by inviting them to a discovery conversation

- 1.



- 2.
- 3.
- 4.
- 5.

Article/Blog

This week, my blog/article title will be _____
It will solve _____
problem for my ideal clients.

Free Speaking

This week, I will schedule _____ free speaking engagements to attract new clients. These can be via Blog Talk Radio, Networking Events or other Tele-Seminars. These speaking engagements will be held within 30 days.

- 1.
- 2.
- 3.
- 4.
- 5.

Top of Mind Marketing – Hand Written Notes

This week, I will write 5 handwritten notes to prospects, former clients and current clients.

- 1.
- 2.
- 3.
- 4.
- 5.

New Product Creation

This week, I will create a new product that focuses on solving the following problem for my clients.

Weekly Video

This week I will release a new 3-5 minute marketing video entitled _____ to solve this problem for my clients

Top of Mind Marketing - E-zine



My weekly e-zine, will go out as scheduled on _____, with an email subject line of _____ . I will feature _____ Product and _____ client testimonial this week.

Other email marketing

In addition to my e-zine, I will send an email about _____ on _____ to my subscribers.

Upcoming Event

This week, I will do the following for my upcoming LIVE Event (1 LIVE Event per quarter—General Admission)

- 1.
- 2.
- 3.
- 4.
- 5.

Preview Calls or Teleseminars

This week, in preparation for my preview call or teleseminar on _____, I will do the following to increase attendance/registrations

- 1.
- 2.
- 3.
- 4.
- 5.

Monthly Warm Letter

My warm letter theme for this month will be: _____

My warm letter will go out to the following people this week:



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Low Hanging Fruit

I will contact the following “Low Hanging Fruit” this week (i.e. expressed interest in working with me, centers of influence, past clients, etc)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Client Retention

I will offer a special re-signing bonus to the following previous clients:

Resigning Bonus:

- 1.
- 2.
- 3.

JV Partnerships

I will pursue a JV opportunity with _____ in an effort to build a relationship and/or my list this week. I will offer their list

Associations

I will research joining the following group or association (don't forget linked in groups) for speaking, networking or prospecting



- 1.
- 2.
- 3.
- 4.
- 5.

Referral Marketing

I will contact the following unpaid sales force members to get new client referrals:

- 1.
- 2.
- 3.
- 4.
- 5.

Blog Talk Radio

If I have a Blog Talk Radio, this week's podcast is on _____, solving this problem for my ideal clients

Success Stories/Testimonial Marketing

I will request testimonials/success stories from the following clients based on the results I have provided:

- 1.
- 2.
- 3.
- 4.
- 5.

Drive by Marketing

While out and about, I will conduct drive by marketing at the following places/to the following people:

- 1.
- 2.
- 3.
- 4.
- 5.