

2008

GROW YOUR BUSINESS

Marketing Plan + Calendar

THE VETERAN'S PLAN

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2008

Grow Your Business Marketing Plan/Calendar

The Veteran's Plan

by

Ilise Benun & Peleg Top

How to use your **2008 Grow Your Business Marketing Plan/Calendar**

You have so many options when it comes to marketing your business that it's easy to get overwhelmed. Which tools should you use? How often? When is the best time to make phone calls? When's best to email? How many networking events should you attend each month?

These and many more are the questions you've probably been asking yourself.

Whether you are a *Rookie* who is new to marketing, or a *Veteran* who already has some marketing in place, you probably realize by now that marketing is essential to the success of your business. After all, without marketing, how will it thrive?

The answers are in your marketing plan. You need a plan that is not just in your head, but on paper—a plan that will guide you through a year of marketing, one day at a time, breaking out all the steps to follow. You need a system in place, a process for contacting, mailing, following up with both new and existing clients. It's all about preparation and, as Edna 'E' Mode in Disney's *The Incredibles*, said, "Luck favors the prepared."

Without a plan, you'll be haphazard in your efforts, and those efforts will yield spotty results, at best. Without a plan, the Feast or Famine Syndrome is always right around the bend. (Maybe you've already been there.)

But what if you don't have a Marketing Plan? Or, worse yet, what if you don't know how to create one?

You hold in your hands the solution: the *2008 Grow Your Business Marketing Plan/Calendar*.

This combination Marketing Plan/Calendar will guide you through the important basics of marketing that will work for your business in the year ahead. The calendar can be easily tailored specifically to your needs, and will result in a functional marketing machine that will attract new clients on an ongoing basis and keep your pipeline full.

By working with this marketing plan, you'll be surprised at what can happen in 12 months. Your business will grow, you will gain new clients, you will make money, and you will learn strategies that will benefit your success and profit for years to come.

Read this how-to article more than once, maybe even monthly over the course of the year. You'll be surprised at the new ideas that pop into your head with some marketing experience under your belt.

Let's get started.

Goals for 2008

List here 3-5 specific, quantifiable goals you'd like to reach this year. Make sure they're quantifiable, or else you won't be able to tell whether you've actually reached them. So instead of "get new clients," write "get 5 new clients in the travel industry." Make sense?

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

How Much Marketing Should You Do?

This is a good question. First, know that the majority of your marketing will take more time and effort than actual dollars, especially for *Rookies*. It's most important to get the basic structure of marketing in place, to set aside time for it, and to follow your marketing plan/calendar. Ideally, you should be investing 5–10% of your pre-tax annual revenue back into your marketing and 10–20% of your time for business development.

For a more detailed look, start with a revenue goal for the year. We'll use the example of \$100,000 in gross revenues. If your average project fee is \$10,000, it's easy to figure out that you need 10 projects at \$10,000 to achieve your goal; half of those projects could come from past or current clients and half could come from new clients.

So, since not all proposals convert to actual projects, how many proposals do you need to submit in order to yield those 10 projects? Then, how many prospects do you need in order to yield X proposals? And how do you break down your marketing tools and tasks in order to get X prospects in your pipeline each month? How many prospects do you need to cold call and how many events do you need to attend in order to be asked to submit X proposals? Veterans should be able to figure this out based on past history; rookies will take the year to figure this out but should start with an educated guess based on what is physically possible.

Building Your Marketing Machine—the engine of your system

Every successful business needs a strong marketing machine. A marketing machine is a well-oiled system designed to get you the clients and the projects you want. Once you put it in place, all you have to do is keep it going and the prospects will start coming.

A marketing machine is made up of 3 things: a singular focus on a market, a couple of effective marketing tools that work well together and the attention of one person to keep feeding the machine.

Choose Your Market

Your marketing machine needs a focus on one market. That doesn't mean you will only work in one market or one industry. You are free to do any work you want. But for the purposes of proactive marketing and to streamline your efforts, you must be efficient with your time and money. That's why it's best to start with one market, get the ball rolling, then add additional markets later.

Using a variety of marketing tools within a single market means that your prospects will see your message in more than one place—at a trade show, in a publication they read, in their inbox, in the mailbox (e and otherwise)—and it will have a much stronger impact.

When it comes to choosing a market, start with what you know. A marketing machine built on past experience will yield clients more quickly than one you built from scratch.

Look first at the industries you've served in the past. For example, if you worked in automotive, you can make a strong case for your experience within that industry or, if that's a conflict, you can approach the automotive accessory industry or the aftermarket.

Because you're already familiar with the needs of these markets, you'll build your marketing machine on a foundation of confidence, credibility and samples to show prospective clients.

If you love housewares or travel and want to work in those industries but have no experience, keep in mind that it will take longer to build the machine: to make the connections, to create the work, to show that you can do it, to get the jobs.

Who do you think your market should be? List a few possibilities if you're not sure:

_____	_____
_____	_____

Qualify Your Market

Before you begin your outreach, make sure the market you've chosen is fertile ground for your services. To qualify the market, do some research on the Internet or attend events where you can get answers to these questions:

1. *What is the current state of this market?* If it isn't in a growth mode, this may not be a good time to get in.

2. What is the size and type of projects available from this market?

Determine if you're able to handle them profitably and if you would enjoy the work.

3. *Are other service providers like you already working in this market?* If the answer is "no," there's usually a good reason. The market may be unwilling to pay for these services, or may not perceive a need for them. If they don't perceive the need, don't waste your time trying to convince them. Instead, choose a market that understands the value of your service and is willing to pay for it.

Your Marketing Plan

You've done your research, you've narrowed your options and you've finally chosen your market. Now what?

It's time to find those people – to put names, phone numbers, email addresses, and eventually faces, to your potential clients – to make them real and to reach out to them. It's time to implement your marketing tools.

The 5 Essential Marketing Tools

This marketing plan/calendar focuses on 5 essential marketing tools (most of which cost more time than money) that, when integrated, will bring you into contact with your ideal clients and will fuel your marketing machine.

They are:

1. Networking
2. Cold Calling
3. Email Marketing
4. Marketing-smart Website
5. Printed materials and samples

Your initial marketing efforts must include proactively reaching out to the prospects in your chosen market. Both the *Rookie* and *Veteran* plans integrate all 5 tools. *Rookies*, who usually have more time than money, will lay the foundation in the chosen target market with more time-intensive tools (networking and cold calling); *Veterans*, who have already set the foundation and who should (ideally) have more money than time, will use more efficient communication tools that reach more people with less effort (email and direct mail). The *Veteran's Plan* goes even further, adding publicity and speaking to the list of tools.

1. Weekly Networking

Meeting your prospects in person is, hands down, one of the best ways to make a strong impression, find out what they need and get their contact information. And yet, so many people don't want to leave their offices or studios much less find the places where their prospects gather.

Ideally, you should attend one networking event per week as you are exploring different venues to meet your prospects. Don't actually join an association or group until you've attended a few meetings and feel confident this is the place to find and get to know your target market. Then, once a member, continue attending meetings but also volunteer to join a project or committee. This level of participation is necessary because it is only by seeing you in action that these prospects will get to know you and your work.

Find 2-3 groups or organizations that might suit your networking needs:

1. _____
2. _____
3. _____

2. Daily Research Calls

When calling prospects, your first call is actually a research call, not a sales call. Here's what you want to find out:

- ☐ If they have a need for your services
- ☐ With whom you should speak (who makes the decisions)
- ☐ If they're happy with the resource or company they're currently working with
- ☐ If not, why not?

Guidelines for simple script for an introductory call

Just replace your own 10-word blurb and other specifics in the parentheses and you have your own customized script!

1. Who you are: *Hi, this is (your name) and I (write direct response copy). You don't know me but I see your name here in the directory of the (NJ Business Marketing Association). I'm a member too. Do you have a moment to chat?*

Wait for them to give you permission to continue or find out when it's best to call back.

2. What you do and what you're trying to find out: *I work with (healthcare companies on their direct response marketing). You may not be the right person to speak with but I'm wondering if you work with (outside copywriters)? (If not, who does?)*

Wait for response. If they seem at all positive or open, make your offer to send materials. If they say yes, get their address. Then, make one more offer:

3. Next step: *One more thing: We publish a free monthly ezine about (direct response for healthcare companies). It's a great way to stay in touch and I'd be happy to add you to the list. The next one will go out in a couple weeks. Would you like to get that? If so, what's your email address?*

If you don't get through, yes, you should leave a voice mail message:

Hi, I'm (your name) and you don't know me but I work with companies like yours (drop names here) on (direct response marketing for healthcare companies). I am trying to find out if you work with (outside copywriters). Here's my phone (your phone number) number and I will try to reach you again. You can also find us online at (spell out your web address here.) And if you're not the right person, I'd appreciate it if you point me in the right direction. Thanks so much.

3. Monthly Email Marketing

The only way to stay in touch with everyone in your network is with a regular marketing vehicle—something you do like clockwork, monthly (or at least quarterly), and for which you don't have to reinvent the wheel every time.

An email marketing campaign is ideal here. It allows you to showcase your work, share your knowledge and build credibility, while also spreading the word about your services and distinguishing you from others. Email marketing also drives traffic to your web site in a much more reliable and controllable way than search engines. And best of all, email serves as a prompt for your recipients. When they get a message from you, it encourages them to respond.

CALL FIRST OR SEND FIRST?

Call First or Send First?

Should you call your prospects before sending them something, or send them something and then call? A debate rages on this question and there's no right answer. However...

...If you don't have the name of the person who buys the services you are selling, always make a research call first to get that information. You'll never be able to follow up on a letter sent via snail mail to a title, like "Corporate Marketing Director."

...If you do have a contact name but no connection to the person, you should also call first to make sure that person is a qualified prospect for your services. If they're not and you send them an expensive package (or even a simple letter), you've wasted much more time than you would have spent making the initial research call.

The only time to send something first is:

- when you have the name of someone you are sure buys your services

AND

- you have a marketing piece that will really stand out from the clutter

4. Your Marketing-Smart Website

To be taken seriously as a business, you must have an online presence, ideally your own web site or blog that provides examples of your work and information about you. Beyond that, a “marketing-smart” web site is one that allows your prospects to find you easily.

While there are no sure fire ways to get you top placement in the search engines without paying for advertising, there are a few basics to keep in mind that will increase your rankings. The more information you have within your website, the easier it will be for the search engines to find you.

Also, be sure to:

1. Use descriptive text throughout your website
2. Have title *tags* and *meta tags* in the computer code that describe your business and include important keywords that prospective clients might search for
3. Build a links page with relevant links. Exchange links as often as possible with other web sites that serve a similar market and complement your services.
4. Officially submit your website to the search engines. It's free to submit to Google and Yahoo yourself. Submit your website to each search engine individually instead of automatically submitting it to numerous search engines at once.

5. Printed materials or samples

Once you've qualified a prospect and established interest, you need something to land with a thud on their desk or leave behind when you meet. They may ask you to send samples or examples via email, which you should definitely do. But even so, be sure to get the physical mailing address and send something they will be able to see more clearly. A tangible, printed brochure or actual samples of something you've written or designed is so much more effective than anything you send via email or links to a web site. They can hold it in their hands, look at it up close and get a much stronger sense of your capabilities, even if what you're offering is web-based.

Ongoing Follow Up

Statistics vary on how many marketing efforts—or “touches”—it takes to turn a new prospect into a client, but the average is more than 5, sometimes as many as nine. That's right—nine times that you need to reach out, one way or another, educating your market about how you can

help them, reminding them that you exist, helping them get to know you and building trust, before they sign on the dotted line. That's why follow up must be the engine of your marketing machine.

There are two main types: follow up to the individual prospects that result from your proactive efforts, and ongoing follow up to your network of prospects, clients and referral sources. Both are important.

Email is the ideal follow up tool for individual prospects. After an initial conversation or meeting, make it a point to follow up right away. Build on the momentum of your freshness in their mind by sending an email message in which you thank them for their time and express your eagerness to work together. Briefly reiterate your understanding of their challenge and refer to an experience in your background that shows you are the right resource to help them.

If too much time passes before you follow up, sometimes even a day or two, the conversation may slip into the recesses of their mind, or blur with that of others like you, and therefore won't make as strong of an impact.

Here is an example of a follow up message sent by cartoonist, Lloyd Dangle, creator of Troubletown, after he met a prospect at the Licensing Show in New York:

Subject line: CORPORATE SLIME = CANDY?

Dear Steven,

No, I'm NOT calling YOU corporate slime! I'm writing to remind you of the design of a greedy, power-mad suit that you saw—and expressed interest in—at the Licensing Show.

My notes say that your reaction was, "YOWEEEE! I could make candy out of that." (I added the YOWEEEE myself; you didn't actually say that.)

I'm reaching out to you to see if we might make this or another project happen in 2006. I want to pitch you ideas but only in a productive way that suits you. Please let me know which you prefer:

- *Email me samples*
- *Mail me samples*
- *Call me at around _____ am/pm*
- *The time of year we look at designs is:*
 - a) anytime, b): _____*

- *Other:*
- *No thanks you're not the kind of SLIME we work with here.*

Thank you for your time, and keep an eye on your snail mail for something from me soon.

*Sincerely,
Lloyd Dangle*

Notice how, in this follow up email message, Dangle reminds his prospect of his interest, expresses his eagerness to work together and then asks how he should stay in touch.

Asking a question is a good strategy because it gives your prospect something specific to respond to, rather than the usual, "Hope to hear from you..."

How Often Should You Follow Up?

The main reason most people fail in the follow up arena is because they give up too soon—way too soon. They don't want to be perceived as a pest and therefore stop reaching out.

How hard should you push? How many times should you reach out? How often?

There are no rules, of course. Everyone has their own preference and you should ask each of your prospects what they prefer. But when in doubt, err on the side of too much contact, rather than too little, because what may feel like a lot to you probably isn't at all. If you have targeted properly and the people you're calling do buy services like yours, they will expect you to keep in touch—some of them may even want you to.

Which Plan is right for you?

You can choose from two: one for Rookies, if you're just starting out, either with a new business or maybe just a new market; or one for Veterans, for those with a mature business and some marketing already in place.

The Rookie Plan

Whether you are just starting your own full-time business or introducing your services to a brand new market, you'll need to spend more time

than money on your marketing in order to establish a presence in that market and plant the seeds for your new relationships to grow. In fact, when you don't have many clients, then your "work" is you marketing. It's what you get up in the morning to do. It's your project when you sit down at your desk. Little by little, as clients start to say "yes," some (but not all) marketing activities are replaced by client work. But no matter what size your business, 10–20% of your time should be invested in business development.

Here's what you should have in place:

- Your goals (e.g. \$100,000 in gross revenue for the year = 10 X \$10,000 projects for 2008)
- Your target market located through research. You've found online and offline publications they read and you've subscribed to them. You've located trade groups that bring them together in person and/or online.
- Basic Marketing Materials. You've chosen a business name, created your corporate identity and, ideally, your web site.

If possible, start the plan in December so you can set up your systems. You can't do effective marketing without systems in place. So while everyone is celebrating, take time to:

- Create or update your database of prospects, clients, colleagues, vendors and anyone else who needs to know about your work
- Install contact management software (such as ACT or Daylite or web-based Highrise from 37signals.com) to keep track of your marketing efforts

As a *Rookie* in a new market, research calls and networking are the most effective marketing tools to bring you into direct contact with your prospects. When you don't have a lot of samples to show or experience to fall back on, your personal presence will carry a lot of weight. It's essential to make a strong first impression and then build on it by showing how professional and reliable you are.

The first 3 months of the year will be spent laying the foundation for your marketing plan, developing the script you'll use to introduce yourself to prospects via email and the phone, creating the promotional materials you'll send when an interested prospect says, "Let me see your stuff." *The Rookie Marketing Plan/Calendar* will guide you every step of the way to implementing a successful marketing plan for your business.

The Veteran's Plan

This plan is for you if:

- you have an established business
- you do some marketing but get most of your clients through word of mouth
- you get plenty of work but not the work you want
- you can't seem to avoid The Feast or Famine Syndrome

You've been working in your chosen market for a while but never actually considered yourself a "specialist." You've been a member of this market's trade group for a while though you've stayed on the sidelines. But when you look at your work, you do indeed have a strong body of work or samples to show and are well positioned to promote yourself as a "specialist" to this market. But how?

Here's what you should have in place:

- Your goals (e.g. \$100,000 in gross revenue for the year, X number of \$10,000 projects for 2008)
- A database of current and past clients, vendors and prospects whose projects have never come through
- Promotional Materials (Web site, lots of samples, promotional package)

This plan starts in December too because even if you have a system in place, it's a good idea to revamp it annually. Get yourself a glass of champagne and update your database. Weed out the prospects who no longer fit your criteria for "best prospects" and take some time to research more who resemble your "ideal client."

Taking your business to the next level requires more than basic visibility within your market and in front of your prospects. The bare minimum is attending regular meetings and cold calling prospects from trade group's directory so that your pipeline is always full. You should also have a monthly email newsletter going out to this market, a quarterly snail mailing, plus special occasion mailings to show off your strategic thinking and/or creativity.

Weekly Cold Calling for Veterans

Just because you have a mature business doesn't mean you don't have to make cold calls. The difference is that your calls will be more targeted. You will do more research before calling in order to demonstrate that you have carefully selected this prospect because you know you are a good fit, even if they don't know it yet. You will be "courting" these prospects,

so the selling cycle is likely to be longer and will require more diligence. This means you tailor your script for each call and email message. Then you tailor the cover letter that goes along with your package of samples, chosen just for this prospect.

Get Ready, Get Set...

Organized marketing efforts will ensure that you are more efficient and waste less time in the year ahead. It will help you attract new clients and grow your business, all with a calendar that provides the structure you need. You've learned a lot already, and remember, this plan/calendar will help make this process extremely easy. All you do is plug in your specifics, then follow the plan.

The fact is, with a little structure and some effort, you can implement a winning marketing plan into your business. Your business deserves it, and so do you! Everything you need is right here at your fingertips, and a successful 2008 is on the horizon. Good luck, and happy marketing!

And if you need help staying on track, call Marketing Mentor (201) 653-0783 or visit us online: www.marketing-mentor.com

DECEMBER						
S	M	T	W	Th	F	S
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9	10	11	12	13	14	15
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30	31					

WEEKLY GOALS

- ☐ Develop concept for snail mailing
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
- ☐ Add emails to contact list
- ☐
- ☐
- ☐
- ☐
- ☐

HOT LEADS AND PROSPECTS

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12/3–12/7

DEC 2007

3

Monday

I DID MY MARKETING TODAY

4

Tuesday

I DID MY MARKETING TODAY

5

Wednesday

I DID MY MARKETING TODAY

6

Thursday

I DID MY MARKETING TODAY

7

Friday

I DID MY MARKETING TODAY

Thank Someone!

WEEKLY GOALS

- ☐ Draft snail mailing
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
- ☐ Add emails to contact list
- ☐
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HOT LEADS AND PROSPECTS

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12/10–12/14

DEC 2007

10

Monday

☐ I DID MY MARKETING TODAY

11

Tuesday

☐ I DID MY MARKETING TODAY

12

Wednesday

☐ I DID MY MARKETING TODAY

13

Thursday

☐ I DID MY MARKETING TODAY

14

Friday

☐ I DID MY MARKETING TODAY

Good Job! Reward!

WEEKLY GOALS

- ☐ Revise snail mailing
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
- ☐ Add emails to contact list
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HOT LEADS AND PROSPECTS

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12/17–12/21

DEC 2007

17

Monday

☐ I DID MY MARKETING TODAY

18

Tuesday

☐ I DID MY MARKETING TODAY

19

Wednesday

☐ I DID MY MARKETING TODAY

20

Thursday

☐ I DID MY MARKETING TODAY

21

Friday

☐ I DID MY MARKETING TODAY

Thank Someone!

WEEKLY GOALS

- ☐ Finalize and print snail mailing
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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12/24–12/28

DEC 2007

24

Monday

☐ I DID MY MARKETING TODAY

Christmas Day

25

Tuesday

26

Wednesday

☐ I DID MY MARKETING TODAY

27

Thursday

☐ I DID MY MARKETING TODAY

28

Friday

☐ I DID MY MARKETING TODAY

Good job! Reward!

JANUARY						
S	M	T	W	Th	F	S
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JAN 08

THIS MONTH'S FOCUS

This month you will really get rolling! Send out your snail mailing, start your cold calling for the year, prepare Valentine's Day mailing, and review article ideas for publication.

MONTHLY TASKS

- ☐ Send snail mailing
- ☐ Email newsletter
- ☐ Prepare Valentine's Day mailing
- ☐ Review article ideas for publication
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ Get listed in one directory

NOTES & EVENTS TO ATTEND THIS MONTH

TIP OF THE MONTH

Eight Ways to Build Trust Online

Why would you buy from someone you've never met? One simple reason: trust.

But how do you establish trust, especially in today's world of virtual and global online business? And, more important, have you established trust between yourself and your prospects?

Here are 8 things you need to have or do — on your web site and via email — that can nurture the trust needed for your prospects to sign on the virtually dotted line:

1. An honest and human voice in the text on your site and in your email messages.
2. Photographs of the people behind the site.
3. Testimonials from real people — more is better.
4. Case studies describing real results.
5. Proper spelling and grammar - typos are often taken as a sign of laziness or, worse, a lack of professionalism and integrity.
6. An email newsletter written in that same human voice and sent out with consistency to show you're not fly-by-night.
7. Super-responsiveness — whenever possible, answer email quickly to let people know you're accessible.
8. Samples. Let them sample the goods. Often, experiencing a service or product for oneself can do more to develop trust than all of the above.

WEEKLY GOALS

- ☐ Send snail mail
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
- ☐ Add emails to contact list
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HOT LEADS AND PROSPECTS

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

JANUARY						
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12/31–1/4

JAN 2008

Cold Call Research

31

Monday

☐ I DID MY MARKETING TODAY

New Year’s Day

1

Tuesday

1 Hour Calling

2

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

3

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

4

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Develop concept for Valentine's Day mailing
- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
- ☐ Add emails to contact list
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HOT LEADS AND PROSPECTS

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1/7-1/11

JAN 2008

Cold Call Research

7

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

8

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

9

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

10

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

11

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft copy for Valentine's Day mailing
- ☐ Revise email newsletter
- ☐ Review previous newsletters to see which articles could be considered for outside publication
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
- ☐ Add emails to contact list
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HOT LEADS AND PROSPECTS

[illegible]

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1/14–1/18

JAN 2008

Cold Call Research

14

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

15

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

16

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

17

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

18

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Create comp for Valentine's Day mailing
- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
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DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

[illegible]

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1/21–1/25

JAN 2008



Martin Luther King, Jr. Day

21

Monday

1 Hour Calling

22

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

23

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

24

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

25

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize & print Valentine's Day mailing
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
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- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
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HOT LEADS AND PROSPECTS

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1/28-2/1

JAN 2008

Cold Call Research

28

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

29

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

30

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

31

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

1

Friday

☐ I DID MY MARKETING TODAY

February						
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FEB 08

THIS MONTH'S FOCUS

This month you will send your Valentine's Day mailing, identify major industry conferences & events, and submit articles to trade magazines. You will do this in addition to your tasks, cold calling, networking, and your monthly email newsletter.

MONTHLY TASKS

- ☐ Identify major industry conferences & events
- ☐ Submit articles to trade magazines
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ Get listed in one directory
- ☐ Email newsletter

NOTES & EVENTS TO ATTEND THIS MONTH

TIP OF THE MONTH

Who Should You Pursue?

They say it's a numbers game, but it's important to use your time wisely and choose carefully which prospects to pursue. How to choose? The prospects who will yield the best results the quickest. That's who you should call, and it's not always obvious. There should be a balance of cold calls (where you introduce yourself to new prospects) with warm calls (where you follow up with old clients and prospects). That way the pipeline is always full from both ends.

WEEKLY GOALS

- ☐ Send Valentine's Day mailing
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
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HOT LEADS AND PROSPECTS

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2/4–2/8

FEB 2008

Cold Call Research

4

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

5

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

6

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

7

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

8

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Identify major industry conferences and events. Locate contact information and “call for presentation” for each
- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
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HOT LEADS AND PROSPECTS

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2/11-2/15

FEB 2008

Cold Call Research

11

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

12

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

13

Wednesday

☐ I DID MY MARKETING TODAY

Valentine's Day

Follow Up on Calls

14

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

15

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Revise email newsletter
- ☐ Submit an article proposal to trade magazines
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
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- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
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HOT LEADS AND PROSPECTS

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2/18–2/22

FEB 2008

President’s Day

18

Monday

19

Tuesday

1 Hour Calling

☐ I DID MY MARKETING TODAY

20

Wednesday

1 Hour Calling

☐ I DID MY MARKETING TODAY

21

Thursday

Follow Up on Calls

☐ I DID MY MARKETING TODAY

22

Friday

Good job! Reward!

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
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- ☐ _____

DAILY TASKS

- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure website is working
- ☐ Add emails to contact list
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HOT LEADS AND PROSPECTS

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February						
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2/25–2/29

FEB 2008

Cold Call Research

25

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

26

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

27

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

28

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

29

Friday

☐ I DID MY MARKETING TODAY

March						
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MAR 08

THIS MONTH'S FOCUS

This month you will do your quarterly web update and develop your quarterly snail mailing. Don't forget your tasks, your monthly email newsletter, your cold calling and your networking! You're doing great! You will also submit speaking credentials and three proposed topics to industry conferences in 2009.

MONTHLY TASKS

- ☐ Quarterly web update
- ☐ Quarterly snail mailing
- ☐ Submit speaking credentials
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ Get listed in one directory
- ☐ Email Newsletter

NOTES & EVENTS TO ATTEND THIS MONTH

TIP OF THE MONTH

Your in-person presence makes more impact than your letters, phone calls or website. So attend at least two networking events per month—one where you'll meet your prospects and one where you'll meet your colleagues (those who do what you do). This is a minimum, so if you're really ambitious, you can attend one event per week, alternating between prospects and colleagues. How to choose which events to attend:

Make sure you're carving out time to attend events, because it's crucial that you keep expanding your network and meeting new people.

Even if you feel like nothing looks interesting, you should remember that's not the point. The point is to go where your prospects go.

So here are 3 questions to help you decide which events to attend:

1. Does the topic address an issue your prospects and clients face? If so, then go. And bring back some ideas for them.
2. Do you want to meet the speakers? If so, then go. And be sure to introduce yourself at the end, get their business card, and follow up later with "I heard you speak." It's a sure way to get a conversation going.
3. Does the event relate to a new idea you haven't had time to focus on? If so, then go. And use it as a catalyst to start focusing.

WEEKLY GOALS

- ☐ Update your website, add new work, remove old work, update links, analyze web reports
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ Make sure your website is working
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HOT LEADS AND PROSPECTS

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is a margin at the top, followed by several rows of lines, and another margin at the bottom. The paper appears to be from a notebook or a standard writing template.

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3/3-3/7

MAR 2008

Cold Call Research

3

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

4

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

5

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

6

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

7

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Develop concept for snail mailing
- ☐ Submit speaking credentials and three proposed topics to industry conferences in 2009
- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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- ☐ Make sure your website is working
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HOT LEADS AND PROSPECTS

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3/10–3/14

MAR 2008

Cold Call Research

10

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

11

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

12

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

13

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

14

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft snail mailing
- ☐ Revise email newsletter
- ☐ Attend weekly networking event
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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- ☐ Make sure your website is working
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HOT LEADS AND PROSPECTS

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3/17-3/21

MAR 2008

St. Patrick's Day

Cold Call Research

17

Monday

☐ I DID MY MARKETING TODAY

18

Tuesday

☐ I DID MY MARKETING TODAY

19

Wednesday

☐ I DID MY MARKETING TODAY

20

Thursday

☐ I DID MY MARKETING TODAY

21

Friday

☐ I DID MY MARKETING TODAY

1 Hour Calling

1 Hour Calling

Follow Up on Calls

Thank someone!

WEEKLY GOALS

- ☐ Revise snail mailing
- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Check your weekly web traffic
- ☐ Google yourself
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DAILY TASKS

- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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3/24–3/28

MAR 2008

Cold Call Research

24

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

25

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

26

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

27

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

28

Friday

☐ I DID MY MARKETING TODAY

April						
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APR 08

THIS MONTH’S FOCUS

This month you will send your snail mailing and submit a white paper to a website or association in your target market. Keep on cold calling and networking in addition to your email newsletter!!

MONTHLY TASKS

- ☐ Submit white paper to a website or association in your target market
- ☐ Send snail mailing
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ Get listed in one directory
- ☐ Email Newsletter

TIP OF THE MONTH

Told Any Good Stories Lately

One of the most effective ways of talking about (or describing) what you do is by telling stories about your work and the results generated for your clients. The goal is for your listener (or reader) to immediately start identifying with characters in your story, thinking to themselves, “I need someone to help me with that too” or, “Oh yeah, that happened to me too.” It won’t be long before they’re asking for your card (or hiring you on the spot). For example, when someone wants to know more about Marketing Mentor, a descriptive story is a good way to explain: “Well, I’m working with a copy-writer who dreaded making cold calls but also knew it was the only way to get his new business off the ground. So we researched a list of qualified prospects, wrote a script, practiced a bit, then he started making the calls—5 a day, every day of the week. By the end of the first week, he had one excellent prospect and a few warm leads to keep in touch with. But more than anything, he’s no longer afraid of picking up the phone.”

NOTES & EVENTS TO ATTEND THIS MONTH

WEEKLY GOALS

- ☐ Finalize & print snail mailing
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐
- ☐
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- ☐

HOT LEADS AND PROSPECTS

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

April						
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3/31–4/4

APR 2008

31

Monday

☐ I DID MY MARKETING TODAY

1

Tuesday

☐ I DID MY MARKETING TODAY

2

Wednesday

☐ I DID MY MARKETING TODAY

3

Thursday

☐ I DID MY MARKETING TODAY

4

Friday

☐ I DID MY MARKETING TODAY

Good job! Reward!

WEEKLY GOALS

- ☐ Send snail mailing
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
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- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

[illegible]

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4/7-4/11

APR 2008

Cold Call Research

7

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

8

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

9

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

10

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

11

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
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- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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May						
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4/14–4/18

APR 2008

Cold Call Research

14

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

15

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

16

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

17

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

18

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Revise email newsletter
- ☐ Submit a white paper to a website or association in your target market
- ☐ Attend weekly networking event
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
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- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

[illegible]

April

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May

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4/21-4/25

APR 2008

Cold Call Research

21

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

22

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

23

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

24

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

25

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Get listed in one directory
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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4/28–5/2

APR 2008

Cold Call Research

28

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

29

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

30

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

1

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

2

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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June						
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29	30					

5/5–5/9

MAY 2008

Cold Call Research

5

Monday

I DID MY MARKETING TODAY

1 Hour Calling

6

Tuesday

I DID MY MARKETING TODAY

1 Hour Calling

7

Wednesday

I DID MY MARKETING TODAY

Follow Up on Calls

8

Thursday

I DID MY MARKETING TODAY

Thank someone!

9

Friday

I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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29	30					

5/12–5/16

MAY 2008

Cold Call Research

12

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

13

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

14

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

15

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

16

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Submit article proposal to trade magazines
- ☐ Revise email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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June						
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29	30					

5/19–5/23

MAY 2008

Cold Call Research

19

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

20

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

21

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

22

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

23

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize & email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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5/26–5/30

MAY 2008

Memorial Day

26

Monday

27

Tuesday

1 Hour Calling

☐ I DID MY MARKETING TODAY

28

Wednesday

1 Hour Calling

☐ I DID MY MARKETING TODAY

29

Thursday

Follow Up on Calls

☐ I DID MY MARKETING TODAY

30

Friday

Good job! Reward!

☐ I DID MY MARKETING TODAY

JUN 08

TIP OF THE MONTH

How to Get Hired Without Giving Away Your Ideas First

1. Listen more than you speak. That will help you restrain your enthusiasm (or desperation) PLUS you'll get more information, which you'll need to do the project.

3. Don't go against your gut. If red flags are flying in your face, indicating a difficult client, don't pursue them, even if you're hungry. You'll be the one to pay in the end.

- ☐ Quarterly snail mailing
- ☐ Send out recent work samples
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ get listed in one directory
- ☐ Email Newsletter

[illegible]

WEEKLY GOALS

- ☐ Send out recent work samples
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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July						
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6/2–6/6

JUN 2008

Cold Call Research

2

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

3

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

4

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

5

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

6

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Develop concept for snail mailing
- ☐ Update your website, add new work, remove old work, update links page, analyze web reports
- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
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HOT LEADS AND PROSPECTS

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July						
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6/9–6/13

JUN 2008

Cold Call Research

9

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

10

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

11

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

12

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

13

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft snail mailing
- ☐ Revise email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
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HOT LEADS AND PROSPECTS

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July						
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27	28	29	30	31		

6/16–6/20

JUN 2008

Cold Call Research

16

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

17

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

18

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

19

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

20

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize & send email newsletter
- ☐ Revise snail mailing
- ☐ Submit article proposal to trade magazines
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____

DAILY TASKS

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HOT LEADS AND PROSPECTS

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July						
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20	21	22	23	24	25	26
27	28	29	30	31		

6/23–6/27

JUN 2008

Cold Call Research

23

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

24

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

25

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

26

Thursday

☐ I DID MY MARKETING TODAY

Good Job! Reward!

27

Friday

☐ I DID MY MARKETING TODAY

July						
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JUL 08

THIS MONTH'S FOCUS

This month you will send your quarterly snail mailing, send article ideas to editors, and work on your monthly email newsletter. Network, cold call, do your tasks, and take some time to enjoy the sunshine!

MONTHLY TASKS

- ☐ Send snail mailing
- ☐ Send article ideas to editors
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ get listed in one directory
- ☐ Email Newsletter

NOTES & EVENTS TO ATTEND THIS MONTH

TIP OF THE MONTH

How blatantly should you promote yourself in your email newsletter?

Some people believe in having useful content at the top, self-promotion at the end, with a clear line drawn between the two. Some choose to live a little more dangerously. Your reader should be thinking, "I need to do that," and then voila, your offer to help is right there, a seamless segue.

So, focus the content of your own email newsletter on the services you want to grow. Don't be afraid to offer them outright to your readers. That's why they've agreed to receive your newsletter!

WEEKLY GOALS

- ☐ Finalize snail mailing
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ _____
- ☐ _____
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HOT LEADS AND PROSPECTS

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

July						
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31						

6/30–7/4

JUL 2008

Cold Call Research

30

Monday

☐ I DID MY MARKETING TODAY

Cold Call Research

1

Tuesday

☐ I DID MY MARKETING TODAY

Cold Call Research

2

Wednesday

☐ I DID MY MARKETING TODAY

Cold Call Research

3

Thursday

☐ I DID MY MARKETING TODAY

Independence Day

4

Friday

WEEKLY GOALS

- ☐ Send snail mailing
- ☐ Send article ideas to editors
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

[illegible]

July						
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August						
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31						

7/7-7/11

JUL 2008

Cold Call Research

7

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

8

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

9

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

10

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

11

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ _____
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HOT LEADS AND PROSPECTS

[illegible]

July						
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31						

7/14-7/18

JUL 2008

Cold Call Research

14

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

15

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

16

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

17

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

18

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Revise email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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August						
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31						

7/21-7/25

JUL 2008

Cold Call Research

21

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

22

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

23

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

24

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

25

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
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- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

[illegible]

July						
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August						
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24	25	26	27	28	29	30
31						

7/28-8/1

JUL 2008

Cold Call Research

28

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

29

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

30

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

31

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

1

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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August						
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September						
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28	29	30				

8/4–8/8

AUG 2008

Cold Call Research

4

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

5

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

6

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

7

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

8

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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September						
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14	15	16	17	18	19	20
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28	29	30				

8/11-8/15

AUG 2008

Cold Call Research

11

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

12

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

13

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

14

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

15

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Revise email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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September						
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8/18–8/22

AUG 2008

Cold Call Research

18

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

19

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

20

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

21

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

22

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Submit a white paper to a website or association in your target market
- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ _____
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HOT LEADS AND PROSPECTS

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

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September						
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8/25–8/29

AUG 2008

Cold Call Research

25

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

26

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

27

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

28

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

29

Friday

☐ I DID MY MARKETING TODAY

SEP 08

TIP OF THE MONTH

Contacting strangers can be difficult. If you use email to contact strangers by sending an introductory message, you might find that some are ignored. It can be frustrating. Usually picking up the phone produces better results. It's often easier to use email because it feels safer than real-time voice-to-voice contact. But it seems that people who might ignore an email message from a stranger are more available on the phone. And there's no sense wasting energy getting mad that the person didn't reply to your email message. So here's the tip: every time you send an email message, think about whether a phone call might have a stronger impact and get you closer to your goal.

- ☐ Quarterly snail mailing
- ☐ Send article ideas to editors
- ☐ Get listed in one directory
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ Email Newsletter

[illegible]

WEEKLY GOALS

- ☐ Update your website, add new work, remove old work, update links page, analyze web reports
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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September						
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October						
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9/1–9/5

SEP 2008

Labor Day

Cold Call Research

1

Monday

1 Hour Calling

2

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

3

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

4

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

5

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Develop concept for snail mailing
- ☐ Draft email newsletter
- ☐ Send article ideas to editors
- ☐ Attend weekly networking event
- ☐ Get listed in one directory
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ _____
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HOT LEADS AND PROSPECTS

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is a vertical margin line on the left side, creating a narrow left margin. The paper appears to be from a notebook or a standard writing template.

September						
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October						
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26	27	28	29	30	31	

9/8–9/12

SEP 2008

Cold Call Research

8

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

9

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

10

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

11

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

12

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft Fall snail mailing
- ☐ Revise email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ _____
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HOT LEADS AND PROSPECTS

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September						
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October						
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9/15–9/19

SEP 2008

Cold Call Research

15

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

16

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

17

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

18

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

19

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Revise snail mailing
- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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October						
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26	27	28	29	30	31	

9/22–9/26

SEP 2008

Cold Call Research

22

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

23

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

24

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

25

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

26

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize & print snail mailing
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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September						
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October						
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9/29–10/3

SEP 2008

Cold Call Research

29

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

30

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

1

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

2

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

3

Friday

☐ I DID MY MARKETING TODAY

October						
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OCT 08

THIS MONTH’S FOCUS

This month, you will send your snail mailing. You will also work on your holiday marketing effort. Network, cold call, and send your email newsletter. Don't forget to treat yourself for all the hard work you've been doing!

MONTHLY TASKS

- ☐ Send snail mailing
- ☐ Holiday Mailing
- ☐ Get listed in one directory
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ Email Newsletter

NOTES & EVENTS TO ATTEND THIS MONTH

TIP OF THE MONTH

Simple Holiday Gift-giving Strategy

Don't wait 'til the last minute. Now is the time to start planning for the holidays, and thinking about how you want to thank the customers and colleagues who have supported you this year. Don't worry... You don't have to reach everyone, but it's important to connect with your top 10 or 20 or 50 core clients and fans. Don't forget...marketing is about giving.

WEEKLY GOALS

- ☐ Choose holiday marketing effort
- ☐ Finalize snail mailing
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
- ☐ _____
- ☐ _____
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HOT LEADS AND PROSPECTS

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is a margin at the top, followed by several rows of lines, and another margin at the bottom. The paper appears to be from a notebook or a standard writing template.

October						
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November						
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10/6–10/10

OCT 2008

Cold Call Research

6

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

7

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

8

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

9

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

10

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Send snail mailing
- ☐ Develop concept for holiday marketing effort
- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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10/13–10/17

OCT 2008

Columbus Day

13

Monday

1 Hour Calling

☐ I DID MY MARKETING TODAY

14

Tuesday

1 Hour Calling

☐ I DID MY MARKETING TODAY

15

Wednesday

1 Hour Calling

☐ I DID MY MARKETING TODAY

16

Thursday

Follow Up on Calls

☐ I DID MY MARKETING TODAY

17

Friday

Good job! Reward!

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft holiday marketing effort
- ☐ Revise email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
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- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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10/20–10/24

OCT 2008

Cold Call Research

20

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

21

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

22

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

23

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

24

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize holiday marketing effort
- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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November						
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10/27–10/31

OCT 2008

Cold Call Research

27

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

28

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

29

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

30

Thursday

☐ I DID MY MARKETING TODAY

Halloween

Good job! Reward!

31

Friday

☐ I DID MY MARKETING TODAY

November						
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NOV 08

THIS MONTH'S FOCUS

Keep on calling & networking, you're meeting many new projects! You will also get your list together for the holiday marketing effort, and send article ideas to editors, and keep on doing your regular tasks.

MONTHLY TASKS

- ☐ Holiday marketing list
- ☐ Send article ides to editors
- ☐ Get listed in one directory
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ Email Newsletter

NOTES & EVENTS TO ATTEND THIS MONTH

TIP OF THE MONTH

You Don't Have to Be Up — Just Open

You could, at times, find it challenging to maintain your networking schedule. You have committed to attending a certain number of networking events to make that all-important in-person contact with your prospects. But sometimes you might not want to attend an event because you don't "feel like it." Does that ever happen to you? Well, here's the Marketing Mentor point of view: whether you "feel" like it or not is irrelevant. Okay, that's a bit harsh. Feelings can provide necessary information. But your business goals are important too.

If you get into the habit of giving in to "feelings" — whether it's about networking or cold calling or anything else—your business will not grow to its potential. It's that simple. Believe it or not, you don't need to "feel like it" to do effective networking. You don't need to be "up," energized or enthusiastic in order to meet new people. In fact, listening comes easier when you're open, neutral and ready to respond. And do you know what often happens when you go to an event if you don't feel like it? You talk to a bunch of people, make some good connections and leave feeling energized because of the real contact you made with other people. And that's how your business grows.

WEEKLY GOALS

- ☐ Prep list for holiday marketing effort
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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11/3–11/7

NOV 2008

Cold Call Research

3

Monday

☐ I DID MY MARKETING TODAY

Election Day

1 Hour Calling

4

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

5

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

6

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

7

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize list for holiday marketing effort
- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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December						
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11/10–11/14

NOV 2008

Cold Call Research

10

Monday

☐ I DID MY MARKETING TODAY

Veteran’s Day

1 Hour Calling

11

Tuesday

1 Hour Calling

12

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

13

Thursday

☐ I DID MY MARKETING TODAY

Good job! Reward!

14

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Revise email newsletter
- ☐ Send article ideas to editors
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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December						
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11/17–11/21

NOV 2008

Cold Call Research

17

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

18

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

19

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

20

Thursday

☐ I DID MY MARKETING TODAY

Thank someone!

21

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
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HOT LEADS AND PROSPECTS

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11/24–11/28

NOV 2008

Cold Call Research

24

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

25

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

26

Wednesday

☐ I DID MY MARKETING TODAY

Thanksgiving

Follow Up on Calls

27

Thursday

28

Friday

December						
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DEC 08

THIS MONTH'S FOCUS

This month, you are going to mail the holiday piece you've been working on, and you are going to send your final email newsletter for the year. You will also complete your quarterly website tasks. Keep up the networking, and take stock of your progress- you've come a long way! Another successful year is right around the corner!

MONTHLY TASKS

- ☐ Send holiday marketing effort
- ☐ Quarterly web update
- ☐ Get listed in one directory
- ☐ Send intro message to webmasters about linking to/from their website
- ☐ Email Newsletter

NOTES & EVENTS TO ATTEND THIS MONTH

TIP OF THE MONTH

Are Your Goals Results-Oriented?

A lot of small business owners make phone calls to their prospects, introduce their services and products, find out whether they have the right contact, and offer to send a brochure or package of samples.

One of the best ways to get results in this kind of active marketing effort is to set results-oriented goals rather than effort-oriented goals. So, for example, instead of making 10 phone calls one morning and leaving it at that, commit to making as many calls as is necessary until you reach five people who ask for more info. This kind of short term goal will make it easier to reach your long term goals.

WEEKLY GOALS

- ☐ Update your website, add new work, remove old work, update links page, analyze web reports
- ☐ Mail holiday marketing effort
- ☐ Develop concept for email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

[illegible]

December						
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12/1–12/5

DEC 2008

Cold Call Research

1

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

2

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

3

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

4

Thursday

☐ I DID MY MARKETING TODAY

5

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Draft email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
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- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

[illegible]

December						
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12/8–12/12

DEC 2008

Cold Call Research

8

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

9

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

10

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

11

Thursday

☐ I DID MY MARKETING TODAY

12

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Revise email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
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DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
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HOT LEADS AND PROSPECTS

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12/15–12/19

DEC 2008

Cold Call Research

15

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

16

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

17

Wednesday

☐ I DID MY MARKETING TODAY

Follow Up on Calls

18

Thursday

☐ I DID MY MARKETING TODAY

19

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Finalize & send email newsletter
- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
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DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
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HOT LEADS AND PROSPECTS

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12/22–12/26

DEC 2008

Cold Call Research

22

Monday

☐ I DID MY MARKETING TODAY

1 Hour Calling

23

Tuesday

☐ I DID MY MARKETING TODAY

1 Hour Calling

24

Wednesday

☐ I DID MY MARKETING TODAY

Christmas Day

25

Thursday

☐ I DID MY MARKETING TODAY

26

Friday

☐ I DID MY MARKETING TODAY

WEEKLY GOALS

- ☐ Attend weekly networking event
- ☐ Search for linking opportunities and bookmark
- ☐ Check your weekly web traffic
- ☐ Google yourself
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

DAILY TASKS

- ☐ Make sure your website is working
- ☐ Add emails to contact list
- ☐ Contribute to discussion boards and blogs (3 days per week)
- ☐ Skim online newsletters (2 days per week)
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HOT LEADS AND PROSPECTS

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January						
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12/29–1/2

DEC 2008

29

Monday

☐ I DID MY MARKETING TODAY

30

Tuesday

☐ I DID MY MARKETING TODAY

31

Wednesday

☐ I DID MY MARKETING TODAY

New Year's Day

1

Thursday

☐ I DID MY MARKETING TODAY

2

Friday

☐ I DID MY MARKETING TODAY

We want your feedback!

How do you like the 2008 Grow Your Business Marketing Plan/Calendar?

Please answer these few questions:

1. What works best about it?

2. What doesn't work at all?

3. What do you wish it had or could do?

4. What do you find unnecessary?

Fax back to (201) 222-2494 or email to ilise@marketing-mentor.com

Thanks so much.

Marketing Mentor **FREE ADVICE!**

Dear Reader,

This is where we practice what we preach. We want to learn about you so we can provide information and services to help you build your business. In return, I offer you a free, half hour phone consultation, during which I will answer your 3 most pressing marketing questions and, if you're interested, tell you how the Marketing Mentor coaching programs can help your business grow. Just fill out this form and fax it back.

Ilise Benun
866.854.5810
www.marketing-mentor.com

Name:

Company name:

City, State and Country:

Phone number and time zone:

Email address:

Web address:

Best time to talk:

What is your biggest obstacle to marketing? (Check all that apply.)

- ☐ I have no time to do it.
- ☐ It's too overwhelming.
- ☐ It's too expensive.
- ☐ I don't like it.

What do you need to learn? (Check all that apply.)

- ☐ How to develop the self-confidence I need to get the word out.
- ☐ How to set realistic marketing goals and a plan to achieve them.
- ☐ How to feel comfortable networking with anyone.
- ☐ How to ask for what I need: money, information, projects, contacts, etc.

What would you like to accomplish? (Check all that apply.)

- ☐ Develop a cold calling campaign to a specific market.
- ☐ Develop a new web site (or revamp an old one).
- ☐ Drive traffic to my web site.
- ☐ Develop an email marketing campaign.
- ☐ Other: _____

What kind of help do you need? (Check all that apply.)

- ☐ A partner to bounce ideas off of.
- ☐ A professional to guide me.
- ☐ A catalyst to inspire me to achieve my goals.
- ☐ Someone to keep my marketing on track.

FAX BACK TO: 866-854-5810

We'll email you to schedule the free phone consultation.