**THE SIXTY MINUTE MARKETING PLAN**

The following questions are meant as a quick exercise to help you focus on which direction your marketing plan is going.  Nothing is set in stone.  In fact you can count on it changing.

As an incentive, remember studies show small businesses with any kind of plan will do on average 24-30% more in sales than companies that are “just winging it.”  So an income of $30,000 could easily go to $37,500!  If you don’t want the extra, just send it to me.  Let you ideas flow.  Start now! If in doubt, tend towards narrowing your answers.

1. What’s my goal?

1. Where do I want to be
   1. Financially
   2. spiritually
   3. emotionally
   4. physically

2)       Who is it I really want to help?

1. How do I want to help them?
2. What will I be able to offer them to make a difference in their lives?
3. How do I want to be known by my clients, friends, family and community?
4. Step 1, 2, 3 to Act is to succeed. Set up a presentation – even if it is in your own home to shre your ideas oabout peoples greatness within or your own favorite topic and use what we have suggested as ways to promote it. Talk to others, print a flier and post it around town, hold the event in abook store or center of some kind or health food store. Get it Done!

The final step

NOTICE how it will FEEL when you have achieved your goals. This is more important than you realize because once you are clear on what feels right for you then you will recognize if a decision is right or wrong, for you.