



## Create Your 2022 Midyear Plan Class 1

Welcome to the 2022 Midyear Plan Class. My name is Eric Lofholm, and I will be your instructor over the next 2 sessions.

I have guided thousands of students through this planning process every year since 2003! I am excited to be here. I am committed to doing my part and providing you the training, encouragement, and inspiration for you to successfully complete your plan.

Your first golden nugget is clarity! The clearer you are the more likely you are to manifest a result.

The purpose of this class is for you to create a written plan for the next 6 months for your business.

Here is the date for classes

- Tuesday, June 14 at 4 PM PT
- Thursday, June 16 at 4 PM PT

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

The 2022 Planning Class Series is open to the public. You can invite anyone. Here's the link to register: <http://planningclass.com/>

Coaching Program Preview Webinar – Friday at 8 am pacific – To register go to <https://ericlofholm.lpages.co/coaching-with-eric/>

If you have any questions, you can email [customerservice@ericlofholm.com](mailto:customerservice@ericlofholm.com)

Goal of this class: Create a 1-3+ page 6-month plan by July 1.

Create your 6-month Plan

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

Focus on completion versus perfection.

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

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

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

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

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

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

Create a Theme for the 2<sup>nd</sup> half of 2022!

The Rest of 2022 is the Season of Consistency

The Rest of 2022 is a Fresh Start

The Rest of 2022 is a New Beginning

The Rest of 2022 is a Fresh Start

My Theme is Massive Action

My Theme is Leverage

The Rest of 2022 is the Season of Massive Action

The Breakout Year

The Rest of 2022 is the Season of Duplication

The Rest of 2022 is the Season of the Full Practice

The Rest of 2022 is the Season of my Book being Published

You have 3 minutes to create your theme. Go!

Build association into your plan

\$250,000 Idea

Who do you want to JV with, partner with, hire, train with?

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

Sales Math

What is your income goal?

What is your annual revenue goal?

How many calls does it take to book an appointment?

How many appointments does it take to make a sale?

How much do you make per sale?

20 calls to book an appointment

1 sale for every 3 appointments

\$5,000 per sale

\$100,000 income goal

So we need:

20 sales or about 3 per month

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

Focus on Revenue Producing Activities

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