



Create Your 2022 Midyear Sales and Marketing Plan Class 2 of 2

- 6-month coaching program <https://ericlofholm.leadpages.co/coaching-with-eric/>
- Replay Page: <http://www.hubpagereplay.com/>

Dr. Moine's LinkedIn story

What is a skillset you want to improve over the next 6 months?

You have 2 minutes to do this exercise.

Affirmation versus Declaration

I am lean and fit

If I eat at McDonalds, I am not BEing lean and fit

Declaration is a way of being

I am self-control mastery

I do 25 prospecting touches, 5 days per week

If I don't do it then no shame or guilt – no beating myself up

Ask myself is this agreement still important to me?

Do I need to lower the agreement?

Do I want to keep the agreement?

Tomorrow is a new day

Declaration – I keep my agreements with myself

Many people I am supposed to do 25 prospecting touches per day but I never do it.

Or I am not good at keeping my agreements with myself.

We create our reality with our language

What is your 6-month income or revenue goal?

How much do you earn per sale or how much revenue do you generate per sale?

How many sales do you need to make to achieve your sales goal?

You have 3 minutes to do this exercise.

Make the plan simple

Here was my initial plan to build an international training company:

## Create Your 2022 Midyear Sales and Marketing Plan

- Give 1 talk per day
- 5 per week
- 20 per month
- 240 per year
- Do this from 1999 until 2040 or so

25 prospecting touches per day, 5 days per week

No breakfast/low carb diet/reduced sugar/gym 3 days per week

Plan my day in writing 5 days per week

Attend church weekly, read bible for 5-10 minutes per day

Write down a simple plan to achieve one of your goals for the 2<sup>nd</sup> half of 2022. You have 4 minutes

Level 10 Exercise

Pick at least one area of your life to put additional intention on

Jen'el – Create a New Story

What is your new story?

You have 5 minutes to create a new story

Tony Robbins Fiji Story