



Sample Plan 1

2022 Sales and Marketing Plan

Ultimate Outcomes for 2022:

Have a strong productive online business generating over \$5,000 per month in net profits. Keeping up on the latest marketing strategies and becoming very knowledgeable about my market niche and marketing strategies.

Annual Revenue Projections:

\$50,000 Net Profit for 2022

Annual Marketing Strategies:

Complete the AAA Training Course,
Implement AAA Strategies
Eliminate any weak or unproductive programs.
Listen to conference calls every week
Make regular detailed monthly marketing goals.
Spend at least 20 hrs./week working on goals.

Annual Projects:

Complete all the video training courses that are available to me from my vendors for my specific marketing programs.
Have a comprehensive and well-organized filing system for all of my business materials.
Set up 3 websites to help me market my products and services.

Beginning monthly marketing strategies:

Intensive study and training on my market niche and marketing strategies. Organize files and materials for business. Eliminate any unnecessary files and materials.

Intermediate monthly marketing strategies:

Start to implement the strategies and training materials.
Continue studying and learning while spending half of my time applying the strategies.
Each week stop and evaluate the success or lack of success of each strategy.
Take decisive action each week on the good strategies.
Average monthly net profit \$3,000 or more.



Advanced monthly marketing strategies:

Focus most of your attention-15 hours or more a week- on taking decisive action.
Continue to evaluate what is working and what isn't. Spend at least 2 to 3 hours
studying and learning each week.
Average monthly net profit \$5,000 or more.