

Your 60 Day Game Plan

STEP 1: IDENTIFY YOUR GAME

What game do you want to play over the next 60 days? What realistic goal would stretch you – something that would feel challenging, even a little scary, but not impossible? Write your money goal and anything else about the game you are playing here:

	Example	Your Numbers
Revenue Goal	\$7,500	
Package Price	\$1,497	
# of clients needed	5	
# of OTR's needed	10	

NOTES:

STEP 2: DETERMINE YOUR BIG “WHY”

Why do you want to win your game? What would it mean to you? What impact would it have on your business and your mission? What impact would it have on your life? Write that here:

STEP 3: DEVELOP YOUR WINNING STRATEGY

What marketing tactics will you deploy to win your game? Choose those that are appealing and fun for you, and will reach your audience. Write in the prep tasks you'll need to complete to be able to implement each strategy and achieve your goals.

Strategy	Prep Tasks	Produce Tasks <i>(Implementation)</i>
Example: Champion 25	<ul style="list-style-type: none"> • Create your list of 25 Champions (gather email addresses) • Prepare your email templates 	<ul style="list-style-type: none"> • Reach out to your Champion 25 • Do follow ups • Schedule OTRs with referrals • Thank your Champion 25
Example: Facebook Live	<ul style="list-style-type: none"> • Determine your Facebook Live topics • Create your scripts • Determine frequency of broadcasting • Calendar your broadcast schedule 	<ul style="list-style-type: none"> • Broadcast your FB Lives • Engage in comments and via Direct Messages • Schedule OTRs with leads

Strategy	Prep Tasks	Produce Tasks <i>(Implementation)</i>

STEP 4: CALENDAR YOUR STRATEGY

Schedule time in your calendar to accomplish your preparation and production tasks above. Remember, if it's not in your calendar, it's a lot less likely to happen. And when you block time off in your calendar, you've made a clear commitment of your time. The goal is to schedule at least one hour of client-generating actions every workday.

MONTH _____

SUN	MON	TUE	WED	THU	FRI	SAT

NOTES: