



WEEKLY MARKETING PLAN TEMPLATE

Year: _____

Week: _____

Ultimate Income Goal for This Year: _____

My income goal for this week is _____

This week, the focus in my business is

My business goal for this month is

I will be working with _____ existing clients this week

I will gain _____ new list subscribers this week using the following:

Irresistible Offer:

Facebook/Twitter Marketing feed:

I would like to attract _____ new clients

I will attend the following networking events where my ideal clients hang out this week:

- 1.
- 2.
- 3.
- 4.
- 5.

I will conduct _____ client consultations or get acquainted sessions this week

List their names here as held:

- 1.
- 2.



- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

I will contact _____ prospects to schedule Get Acquainted Sessions this week:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

I will reach out to five (5) social media contacts to learn more about them and how my business can help them solve a problem they have

- 1.
- 2.
- 3.
- 4.
- 5.

This week, my blog/ article title will be _____

It will solve _____
problem for my ideal clients.

This week, I will schedule _____ free speaking engagements to attract new clients. These can be via Blog Talk Radio, Networking Events or other Tele-Seminars. These speaking engagements will be held within 30 days.

- 1.
- 2.
- 3.
- 4.



5.

This week, I will write 5 handwritten notes to prospects, former clients and current clients.

- 1.
- 2.
- 3.
- 4.
- 5.

This week, I will create a new product that focuses on solving the following problem for my clients.

This week I will release a new 3-5 minute marketing video entitled _____ to solve this problem for my clients

My weekly e-zine, will go out as scheduled on _____, with an email subject line of _____. I will feature _____ Product and _____ client testimonial this week.

In addition to my e-zine, I will send an email about _____ on _____ to my subscribers.

This week, I will do the following for my upcoming LIVE Event (1 LIVE Event per quarter – General Admission)

- 1.
- 2.
- 3.



4.

5.

My warm letter theme for this month will be: _____

My warm letter will go out to the following people this week:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

I will contact the following “Low Hanging Fruit” this week (i.e expressed interest in working with me, centers of influence, past clients, etc)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

I will offer a special re-signing bonus to the following previous clients:
Resigning Bonus:

- 1.
- 2.
- 3.



I will pursue a JV opportunity with _____ in an effort to build a relationship and/or my list this week. I will offer their list

I will research joining the following group or association (don't forget linked in groups)

- 1.
- 2.
- 3.
- 4.
- 5.

I will contact the following unpaid sales force members to get new client referrals:

- 1.
- 2.
- 3.
- 4.
- 5.

If I have a Blog Talk Radio, this week's podcast is on _____, solving this problem for my ideal clients

I will request testimonials from the following clients based on the results I have provided:

- 1.
- 2.
- 3.
- 4.
- 5.