

MARKETING TRACKS

BOOK TRACK #1:

- a. Send book with personal note
- b. Contact and schedule a call or face2face
- c. Conduct meeting: discuss & propose
- d. Send proposal
- e. Contact and close sale

BOOK TRACK #2

- a. Send book with personal note
- b. Email with video
- c. Contact and schedule a call or face2face
- d. Conduct meeting: discuss & propose
- e. Send proposal
- f. Contact and close sale

BREAKFAST EVENT

- a. Determine and secure date, time, location, menu and max number of attendees
- b. Send out invites w/RSVP
- c. Make follow up calls to fill event
- d. Send out email confirmation (Optional: w/video)
- e. Create/review slide deck
- f. Print handouts and take-aways
- g. Schedule follow up meetings at end of session
- h. Send out thank-you's

EMAIL CAMPAIGN

- a. Select video track or copy track
- b. Initiate sequence for prospects
- c. Add call-2-action on last touch
- d. Place follow up call to prospect after last touch in sequence

COPY TRACKS

Track A

1. Execution is the Key
2. Discard Annualized Thinking
3. The Power of the 12 Week Year

Track B

1. Knowing vs doing
2. Execution
3. Annual Plan are limiting your success
4. The 12 WY (38)

VIDEO TRACKS

Track A

1. Execution is Key
2. The Power of Ownership
3. ECOC

Track B

1. Great vision precedes great accomplishment
2. Planning
3. 12 Week Year