

The one page Ezymarketing & sales plan.

Planning is key: If you know where you're going, there's a good chance you'll get there, but, without marketing and sales, nothing happens! Its all about numbers!

There are three key plans in business, and without marketing, prospective clients don't know you exist, so they don't buy! Marketing needs a strategy and a process to ensure it happens. Business, marketing and financial plans are key to getting your business to where you want, but its only part of the process. The most important part is reviewing the plan regularly. That might be weekly, monthly, quarterly and yearly. Then asking a series of questions. Are we on track and if not, why not? What didn't we do, that we said we would. Write the plan, have an objective, clear strategies and then follow it!

*Complete each section (box) and add the numbers you want, need, or must have.. To give you the turnover/income result you're after. Then develop the strategy to achieve the numbers. Print it to A1 Big, pin it to your business office wall, and look at it daily. **It works!***



**ReThink
Business
Growth**

Audience	Strategies	Activities
<p>Lead numbers per:</p>	<p>Customers (Conversion)</p> <p>C</p>	<p>Non converted:</p>
<p>Average sale value</p> <p>\$</p>	<p>Frequency of sale</p> <p>F</p>	<p>Referrals per</p>
<p>Turnover (C X \$ X F)</p>	<p>Profit % (net, after all costs)</p>	<p>Measures of success</p> <p>Monthly income</p> <p>Yearly income</p>