

The ability to move someone from being informed to making a decision to change, lies in the delivery of your message.

- Tell them what they already know
“HH Gregg sells appliances for every home”
- Show them they have a need
“Today’s appliances are built to last 7 years, how old are yours?”
- Be the most valuable solution
“HH Gregg sells appliances for 37% less than other big box stores plus we offer exceptional service, free haul away, and 0% financing.”

There is value in paying others to do tasks you need completed so that you can run your business.

The experts that can assist you with reaching your 2012 goals:



2012 BRING IT ON!

A hands-on workshop designed to help you evaluate last year’s results, plan for the upcoming year and commit to business success.

Presented by
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BUSINESS MOTIVATOR

Changes made in 2011: _____

2011 Goal:

What's your capacity:

(hours x rate) x # weeks

revenue goal / commission per sale

Q1 Goal:

Q2 Goal:

Q3 Goal:

2012 Goal:



Current Customers

2011 Billing

2012 Projected

BRIDGE THE GAP:

2012 CAPACITY = 2012 GOAL



MARKETING FACELIFT

In order to reach your 2012 goal, define your ideal market:

How can you refine your niche and gain market share?

Where are you willing to expand/grow to gain new business?

List your 4 most valued strategic partners:

Marketing Tools You Need

INFORM:

- Brochures
- Blogs
- Newsletters
- Articles
- Direct Mail
- _____

SALES:

- eBlasts
- Networking
- Advertising
- Surveys
- Prospecting
- _____

RESOURCES:

- CRM Program: *AceOfSales | Sales Force | ACT! | Microsoft | Outlook*
- Networking: *Social Media | Chambers | MeetUp | Referral Groups*
- Info Portal: *Blogger | Wordpress | Website | YouTube*
- Communication: *Constant Contact | Send Out Cards | AceOfSales | Mail Chimp*
- _____

Media Calendar for Marketing Plan

Code for specific activities that produce measurable results:

~ January 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Notes:			

~ April 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	Notes:				

~ February 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	Notes:		

~ May 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Notes:	

~ March 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

~ June 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Media Calendar for Marketing Plan

Code for specific activities that produce measurable results:

~ July 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Notes:			

~ October 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	Notes:		

~ August 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	Notes:

~ November 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	Notes:

~ September 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	Notes:					

~ December 2012 ~

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	Notes:				

- Reached Mo 1 Goal : _____
- Reached Mo 2 Goal : _____
- Reached Mo 3 Goal : _____
- Reached Q 1 Goal : _____

- Reached Mo 4 Goal : _____
- Reached Mo 5 Goal : _____
- Reached Mo 6 Goal : _____
- Reached Q 2 Goal : _____

- Reached Mo 7 Goal : _____
- Reached Mo 8 Goal : _____
- Reached Mo 9 Goal : _____
- Reached Q 3 Goal : _____

- Reached Mo 10 Goal : _____
- Reached Mo 11 Goal : _____
- Reached Mo 12 Goal : _____
- Reached Q 4 Goal : _____