

**Marketing Plan Worksheet
Part 1**

Step One: Identifying your Seller Market(s)

Total Marketing Budget for Year _____ = \$ _____ (up to 30% of estimated income)

Who / What is your niche/market(s)?

Markets should be specialized and lawfully targeted. Check off those on the list below whom you consider to be a part of your marketing plan for sellers:

- Past Clients
- Sphere of Influence
- Retirees
- FSBO
- Expired
- Luxury Home
- Investors
- Condo
- Relo
- Geographic Area
- Waterfront
- Farm/Ranch
- Other:
- Other:

Who/ What is (are) your market(s)? List and describe, if necessary.

Steps Two & Three:

Use the Marketing Plan Worksheets, part 2, to gather information and map a plan for each one of your niches or markets as identified above. (Make multiple copies and work on one niche/market at a time.)

Marketing Plan Worksheet Part 1

Step Four: Time Blocking for Success

Schedule blocks of time each week for implementing marketing activities.

Best Practices for Time Blocking:

- Treat it as an appointment!
- One hour 3-5 days per week
- First thing in the mornings, before checking email or voicemail
- Let all calls go to voicemail or instruct receptionist to take a message. (most anything can wait for one hour!)
- Use a "Do Not Disturb" sign to let others know not to interrupt you (or plan to work from an alternate location)
- Employ an assistant or part-time worker to do mundane tasks.
- Do something towards attaining your goals everyday!

Step Five: Evaluate Database, Systems and Tracking

1. What database and/or system are you using to track all of your contacts and marketing efforts?
2. What information are you going to collect and include in your database?
3. How often are you going to update your database? Who will update it?
4. How do you plan to track your marketing efforts and response rate?

Some measuring tools include:

- Excel spreadsheets
- Numeric or color-coded marketing pieces prospects use when responding and asking for specific information.
- Unique telephone numbers or extensions to track promotional results.
- Unique email addresses to track promotional efforts.
- Do you know which of your advertising dollars and marketing pieces is making your phone ring?