

GI CERTIFIED COACH ONE-PAGE MARKETING PLAN

NAME:
COACHING FIRM:

FOR QUARTER/YEAR:

SANDBOX:

ANNUAL MARKETING GOALS:

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

CORE CUSTOMER (WHO?):

CORE CUSTOMER'S PAIN POINTS:

- 1.
- 2.
- 3.

KEY MESSAGES:

- 1.
- 2.
- 3.

ELEVATOR PITCH:

BRAND PROMISE:

TOP 5 ANNUAL MARKETING ACTIVITIES:

- 1.
- 2.
- 3.

BRAND PROMISE KPIS:

- 4.
- 5.

ANNUAL BUDGET: \$

ACTUAL SPENT YTD: \$

| ----- ANNUAL ----- |

PEER ACCOUNTABILITY COACH:

<FIRM LOGO>

TOP 5 QUARTERLY MARKETING ACTIVITIES:

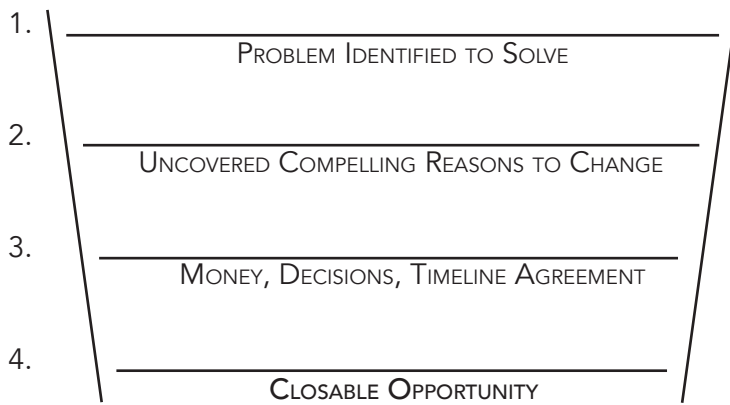
- 1.
- 2.
- 3.
- 4.
- 5.

DESIRED RESULTS:

CURRENT PIPELINE STAGE

#OPPORTUNITIES

\$VALUE



TOP 5 PROSPECTIVE CLIENTS/VALUE:

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

OMG WEAKNESS #1

ACTIONS TO OVERCOME MY WEAKNESS:

- 1.
- 2.
- 3.

MINDSET WEAKNESS:

OMG WEAKNESS #2

ACTIONS TO OVERCOME MY WEAKNESS:

- 1.
- 2.
- 3.

SALES QUOTIENT:

COMMITTED REVENUE GOAL:

ACTUAL:

|----- QUARTER -----|