## GI CERTIFIED COACH ONE-PAGE MARKETING PLAN

Name: Coaching Firm:	For Quarter/Year:
Sandbox:	Annual Marketing Goals:
	1.
	2.
	3.
CORE CUSTOMER (WHO?):	4.
	5.
Core Customer's Pain Points:	Key Messages:
1.	1.
2.	2.
3.	3.
ELEVATOR PITCH:	
Brand Promise:	Top 5 Annual Marketing Activities:
	1.
	2.
	3.
Brand Promise KPIs:	4.
	5.
	Annual Budget: \$
	ACTUAL SPENT YTD: \$

Rev: 11/2013

## GI CERTIFIED COACH ONE-PAGE MARKETING PLAN

PEER ACCOUNTABILITY COACH:	
Top 5 Quarterly Marketing Activities:	Desired Results:
1.	
2.	
3.	
4.	
5.	
CURRENT PIPELINE STAGE #OPPORTUNITIES \$VALUE	TOP 5 PROSPECTIVE CLIENTS/VALUE:
1. \	1.
PROBLEM IDENTIFIED TO SOLVE	2.
2. Uncovered Compelling Reasons to Change	3.
3.	4.
Money, Decisions, Timeline Agreement	r.
4. CLOSABLE OPPORTUNITY	5.
OMG Weakness #1 Actions to overcome my weakness:	OMG Weakness #2 Actions to overcome my weakness:
1.	1.
2.	2.
3.	3.
MINDSET WEAKNESS:	Sales Quotient:
TVINOSET VVEATRESS.	SALES COOKENT.
COMMITTED REVENUE GOAL:	Actual:

Rev: 11/2013