

**Bill Sparkman**

*The Coach*  
**TOTAL SUCCESS**  
Seminars

## The Ultimate 5 Step Marketing Plan

### STEP 1

- Analyze your strengths and weaknesses
- Get rich in niche
- Identify your blind spots – they cause you to miss opportunities
- Match your marketing strategies to your strengths
- Improvement opportunities will be revealed

### STEP 2

- Clarify what you want – goals
- Income
- Be crystal clear, write them down
- What will you do with the money – that's the “why” – motive, commitment and resolve
- Time included – reasonable progress

### STEP 3

- Preparing for success is creating habits of success
- What do you have to learn – close the customer? Better sales skills?
- Spend 10% of time, effort and dollars on ‘skills development’
- Get out of the ruts that are holding you back

### STEP 4

- Prospecting – your #1 priority
- Show up more. Be visible, network
- Consistent prospecting creates consistent and predictable income
- Don't dabble – 2-3 marketing strategies tops

### STEP 5

- Track activities – what are you getting for time invested?
- Stop doing what isn't working quickly
- Make adjustments quickly

*Building Champions Nationwide since 1987*

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