

Chuck's Marketing Plan

Market: My dream customer is someone with network marketing experience looking for tools, training, tips, resources, or even a new mentor or business opportunity.

Message: I will teach you how to succeed in network marketing. I provide training to help you improve your skills. I can recommend tools and resources to save you time and get better results.

Media: I will leverage YouTube videos, podcasts, articles on my blog and LinkedIn, social media, safelists, direct mail, and paid advertising to reach people in my target market (my dream customer).

My Marketing Strategy: My overall marketing strategy is to get people to subscribe to my email list. I give away free information to do that. I use a combination of marketing strategies to filter people to my capture pages, so they sign up to my email list. Once that happens, my email autoresponder does the sifting, sorting, and selling for me. I respond and work with people who reach out to me.

My Daily Marketing Goals: Generate 10-20 new leads daily, work 1-2 hours per day, and spend \$50-\$100 per day on advertising.

My Marketing Budget: \$1,500 per month & 10 hours per week.

My Daily Tasks:

1. Publish 1 new YouTube video daily.
2. Publish 1 new podcast daily.
3. Buy 1-2 ads daily.
4. Mail 10-20 postcards daily.
5. Post on Facebook and LinkedIn daily.
6. Send a daily email to my list.
7. Respond to people who reach out to me.
8. Spend 15-20 minutes learning new marketing strategies.
9. Monitor my ads and stats for the previous day.

My Income Streams

In addition to my MLM Company, I have another 10-20 affiliate income streams I recommend to people. Some people are happy with their current opportunity, but need systems, training, leads, coaching, or tools to help them get better results. I can listen to the needs of each prospect and recommend to them what fits their situation best. That way I can help them, and I make money whether they join my team or not.

For more information, visit my website below.

www.CharlesHolmes.net