



## MARKETING PLAN OF ACTION

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### DIRECT MAIL

Where do I get my leads?

Old leads

New leads

Sales Genie

How many direct mails per week?

100 to start, increase as time goes on

Follow up:

Call three days after you mailed. "I recently mailed you some information on health and dental coverage. I wanted to follow up to see if you had any questions."

### PULL TABS

Where do I put them up?

Grocery Stores

Break rooms for independent contractors (real estate, salons, truck drivers)

### WALK AND TALKS

Where do I go?

Everywhere. Go before and after appointments.

Collect information while you are there!

Grab their business card for future follow up and mailing.

Do not go through a presentation on the spot. Set a future appointment.

### SIGNS

Where do I put them up?

Wherever you can

How many?

25 per week

Where do I get them?

Call Will at (864) 277-5365

### ACCOUNTABILITY

None of this works unless you work. Make yourself an activity sheet or checklist.

Do not stop your week until all of your marketing checklist is complete.

I DON'T CARE HOW MANY SALES YOU HAVE FOR THE WEEK. DON'T STOP UNTIL IT IS DONE!