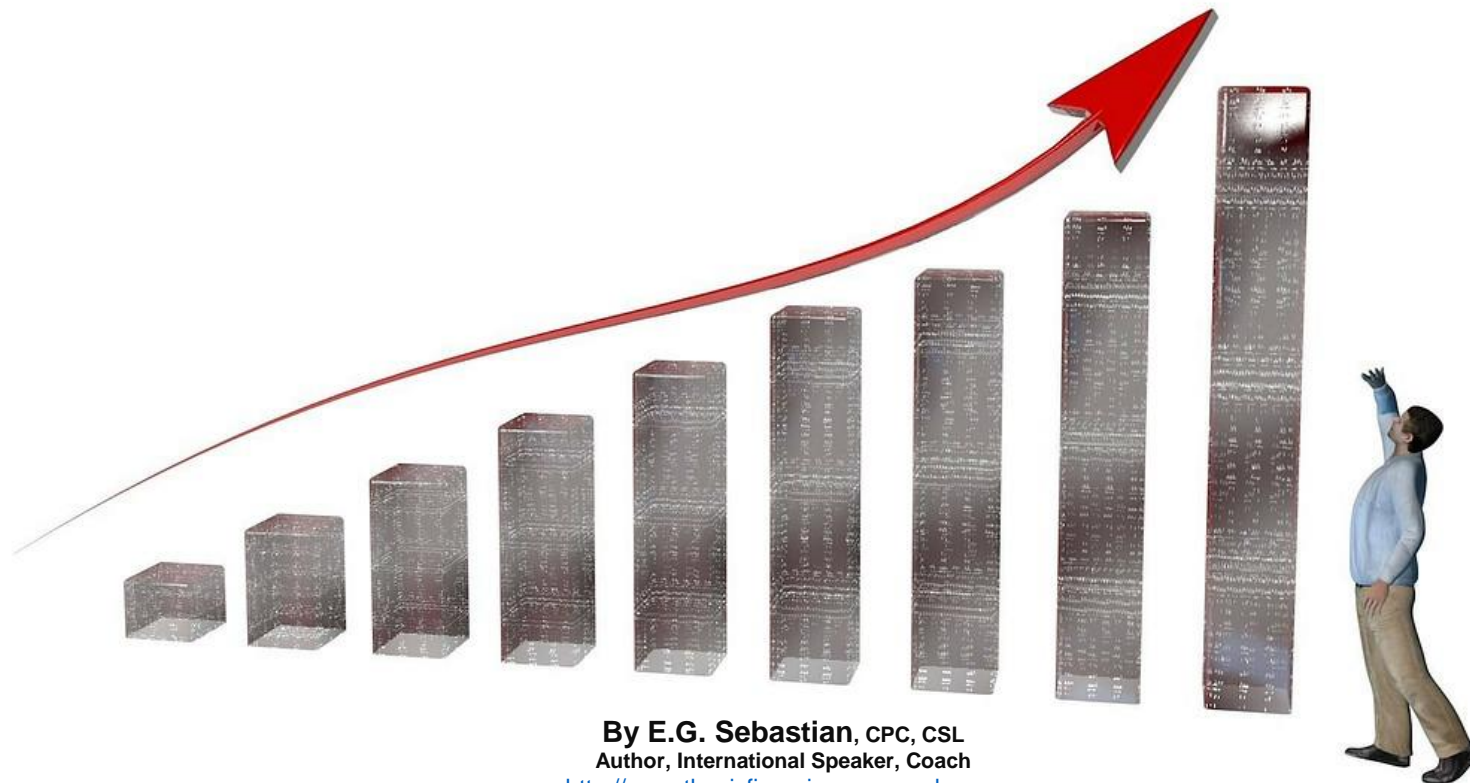




# Sample Marketing Schedule

## Plan Your Business Activities & Stick to It!



**By E.G. Sebastian, CPC, CSL**  
Author, International Speaker, Coach  
<http://www.theSixFigureIncomeCoach.com>  
[www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com)

## Sample Marketing Calendar

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:30	<b>Click <a href="#">HERE</a> to See Tutorials for Most of the Strategies Listed Below!</b>					
9:00	<b>Get Inspired</b> – Read, Watch, Listen... Marketing, Lead-Generation Tutorials / Training...					
9:30	<b>PLAN THE WEEK</b>	<b>PLAN THE DAY</b>	<b>PLAN THE DAY</b>	<b>PLAN THE DAY</b>	<b>PLAN THE DAY</b>	Meditate/Introspect
10:00		Follow Up with Leads	Follow Up with Leads	Follow Up with Leads	Follow Up with Leads	<b>Work on my Book (or Product)</b>
10:30	<b>Follow Up with Leads</b>	Prepare for Coaching Sessions		Work on my Book	Product Development	
11:00		Coaching Clients		Affiliate Strategies		
11:30	Work on my Book			Prep for Webinar	<b>JV Strategies*</b>	
12:00	Plan Thursday's Webinar	Coaching Clients	Coaching Clients	<b>DELIVER Webinar</b>	Plan to Visit a Business*	<b>You Worked Hard the Whole Week - RELAX! You've Earned it :)</b>
12:30	20-Mins - LI or FB Fan Page	<div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;">                     Ideally schedule your coaching calls close to each other (Though, DO leave about 30-mins between each); that way you can focus the rest of your week, 100% to Marketing... and Creative Activities (Create Webinar, Write Book, etc.)                 </div>			20-Mins - LI or FB Fan Page	
1:00	<b>LUNCH</b>			<b>LUNCH</b>		
2:00	Video Marketing	<div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;">                     Ideally schedule your coaching calls close to each other (Though, DO leave about 30-mins between each); that way you can focus the rest of your week, 100% to Marketing... and Creative Activities (Create Webinar, Write Book, etc.)                 </div>		20-Mins - LI or FB Fan Page	(30-mins each) Complimentary Sessions	
2:30				20-Mins - LI or FB Fan Page		
3:00	Get On Radio Shows	<b>Complete Self-Assessment after each session *</b>		<b>Video Marketing*</b>		
3:30	<b>Find Networking Events &amp; Plan 2 Attend!</b>	20-Mins Social Media - LI or FB Fan Page		<b>Coaching Clients</b>	Model Your Mentor*	
4:00	(30-mins each)	<b>Get Referrals*</b>	Get On Radio Shows			
4:30	Complimentary	Work on my Book	Work on my Book			
5:00	Sessions	Create Weekly Newsletter*	Write a Blog Post	<div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> <b>* - SEE Next Page for <span style="background-color: red; color: white; padding: 2px;">NOTES</span> on the Strategies with an *Asterisc*</b> </div>		
5:30	Write a Blog Post					
6:00						

Get Access to More Tutorials & Resources  
[www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com)

Before Starting **ANY OF YOUR ACTIVITIES**, ASK Yourself:

- > Can I **OUTSOURCE** It?
- > Can I **DELEGATE** it?
- > Can I **POSTPONE** it?
- > Can I **ELIMINATE** it?
- > Can I **ASK FOR HELP?**
- > How Can I be **MORE EFFECTIVE** at doing this?

Feeling Stuck or Overwhelmed with any of your with your marketing or business-growth activities? Contact E.G. Sebastian at [info@getMoreClientsPro.com](mailto:info@getMoreClientsPro.com) for help!



## NOTES

- Replace any of the Strategies Shown in the Sample Marketing Calendar with your Favorite, EFFECTIVE, Strategies! See More **SAMPLE STRATEGIES** and Links to **Tutorials by Clicking HERE! ... or by clicking on the tabs at the end of this document!**
- Don't waste your time on activities that someone else can do for you, for \$5.00 to \$15.00 per hour! ([www.Fiverr.com](http://www.Fiverr.com) , [www.eLance.com](http://www.eLance.com) – check provider's rating and past customers' feedback!)
- Don't Try to Reinvent the Wheel! Don't spend hours, days, or weeks on trying to figure out something that others already figured out... Contact someone who already has the answer, and potentially can give you step-by-step instructions. [Contact me](#) (E.G. Sebastian) if you ever get stuck – I have step-by-step articles and tutorial videos for most of your business growth and client-attraction needs.

## NOTES on Some of the Marketing Strategies

- **Plan Your Week** - Ask Yourself:
  - "What do I have to do this week to get closer to my Business Goals?"
  - "What do I need to do to Generate an Income?"
  - "Who do I need to talk to in order to speed up my business success?" (Hint: talk to E.G. Sebastian / [www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com) 😊 )
- **Plan Your Day** - Ask yourself:
  - > "What do I need to do today to get closer to my goals?"
  - > "Am I following the plan?" (The one you laid out on Monday... The Business Plan you created for your business, etc.)
  - > "Who do I need to talk to in order to speed up my business success?" (Hint: to E.G. Sebastian / [www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com) : ) )

- **Follow up with Your Leads** - Who did you communicate last week with? Who did you send info to? Who do you need to follow up with?
- **20-Mins Social Media** - Did someone interact with you on your Fan Page or on LI? Reply to them. Through your interactions, did you meet someone who seems to be an ideal candidate to becoming your client? Contact them...! **DON'T GET LOST! Commit to only investing up to 20-mins.**
- **Video Marketing** - Plan & Implement Video Marketing Strategies - Contact E.G. ([www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com)) for tips on this
- **Get on Radio Shows: Radio Shows Provide You with...**
  - > Exposure to new audience
  - > Potentially can attract new clients
  - > Help you gain more credibility, visibility, trust
  - > FREE promotion for you - priceless
  - > Try both Online (BlogTalkRadio) and Offline (your local radio stations... and even national radios, if you have a great topic, published a book, etc.
  - > Can call in during certain national talk shows - that gives you national "visibility" (NPR, etc.)
- **Find Networking Events - Networking is one of the most effective ways to get clients in the shortest time!**
  - > Networking is More than Just Attending and giving out business cards! Visit [www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com) and type in "Networking" in the search box (no quotation marks) - Click on the 17-Step Networking Checklist link - this will give you a cheat-sheet to follow on what to do Before, During, and After each networking event.
  - > Try to attend at least one networking event a week
  - > To find the networking events in your area, do an internet search for the term "Networking" plus your city and state name, for example "Networking Boise Idaho."
  - > Join the Chamber of Commerce; OR just attend their networking events! (Anyone can attend, except they pay a few dollars more than members)

- **Get Referrals** - Study Referral Strategies & Implement! - **it's one of the most effective way to get clients at Zero cost**
  - > Contact E.G. Sebastian if you need a course on 31 Ways to Attract More Clients with Referrals (Visit [www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com) and click on "Get Support/Ask a Question" at bottom of page)
- **Create a Weekly Newsletter** - You should have a Weekly "Newsletter" delivered Automatically by your Autoresponder - SEE the RESOURCES Tab for Suggested Autoresponders!
  - > You can schedule a few weeks ahead and let your autoresponder deliver your newsletter
  - > Instead of providing your followers a "Newsletter," Deliver a 7-Part (or other Multi-Part) eCourse; or some other value-loaded download, such as 5 Steps to Doubling Your Productivity... 7 Days to Eliminating Stress... 10 Steps to Finding Your Life Purpose... or some other title that you believe your ideal clients would **absolutely love**
  - > Stay away from 1-time downloads (such as eBook, Checklists, etc.), UNLESS you plan to follow up with autoresponder messages that helps your subscriber implement the info you provided in your download.
- >>> See More TUTORIALS on Autoresponders and List Building, by clicking in the Tutorial Center tab at the bottom of this document (or [Click HERE!](#) Or [Log into the Members Area](#), if you are already a member!)
- **Video Marketing** - Plan & Implement Video Marketing Strategies – [Explore our tutorials](#) for detailed Video Marketing Training. [Contact E.G.](#) for even further training...
- **Plan to Visit a Business** - If you coach business owners, plan to visit at least one business a week...!

You've collected local business leads through your networking efforts and other methods. Remember that personal contact is the #1 way to get a new client. People see you, get to know you, trust you...
- **Model Your Mentor** - Find someone worthy of modeling - Ideally someone in your niche OR someone who markets the way you'd like to market yourself (Projects a professional image, is highly visible online, attracts clients with ease, stays in touch with prospects and clients effortlessly, etc.

> Sign up for their newsletters, attend their webinars, download their giveaways, etc., and Create a Plan to be as professional as they are (Can combine strategies of multiple Role Models!)

Remember! There's no need to reinvent the wheel! - Others are already doing well what you are trying to accomplish - Model their "System," and Plan to Implement it for Your Business! -- Include elements of this plan in your upcoming week's schedule!

**Take good notes!** Use a MindMap, such as MindMeister (FREE); or Project Planner, such as Trello (FREE) - Jot down every detail in easy-to-follow steps.



## [ACCESS ALL OF OUR RESOURCES FOR ONLY \\$1.00 for 30-Days\\*](#)

[Click HERE to Access All of the Video Tutorials and Resources Listed on the Tabs Below!](#)



\* Click on the Color tabs above to access those Resources Instantly! [Click HERE](#) to see the list of tutorials available to you in the Members' Area... Also [Here](#) you'll find [The 6 Elements of a Successful Coaching Business!](#)

\* Your Membership also comes with [Weekly Training, Support, and Q&A Sessions](#) – [Click HERE to Get Started!](#)  
[Or Contact E.G. Sebastian](#) if you have any questions before embarking on this Business-Growth Journey – [Click HERE to send a message...!](#)

