



April 8 Daily Call Notes

What I learned from class yesterday

Lock in on a goal – 199 lbs

1. Mindset – look at what I can eliminate versus what I can do more of

From this mindset re realizing how often I check email, social media and stocks

2. When someone watches video they experience it as TV so it has added creditability

3. Re reminded of the importance of nurturing prospects, clients, and relationships

The idea was presented as 14 touches.

1. Networking lead
2. Add on social media
3. Appointment set
4. Video prior to the appointment
5. Appointment
6. Video after the appointment

This can be 6 touches within a few days or a week

A poorly executed plan is better than no action

Book in a Day

Friday, April 23

<https://ericlofholm.lpages.co/how-to-write-a-book/>

Health Webinar – Friday, April 9 at 8 am pacific

<https://ericlofholm.lpages.co/health/>



Bonus video – Email intro Strategy -

<https://www.youtube.com/watch?v=77KPelH5gM&t=5s>