



## Create Your 2021 Midyear Plan Class 1

Welcome to the 2021 Midyear Plan Class. My name is Eric Lofholm and I will be your instructor over the next 2 sessions.

I have guided thousands of students through this planning process every year since 2003! I am excited to be here. I am committed to doing my part and providing you the training, encouragement and inspiration for you to successfully complete your plan.

This is the optional Facebook group we will be using during the class -

<https://www.facebook.com/groups/ELIsaleschampion/>

Your first golden nugget is clarity! The clearer you are the more likely you are to manifest a result.

The purpose of this class is for you to create a written plan for the next 6 months for your business.

Here is the date for classes

- Tuesday, June 15 at 3 PM PT
- Wednesday, June 16 from 4 PM – 6 PM PT (**BONUS CLASS**)
- Thursday, June 17 at 3 PM PT

You will be able to participate via a webinar or over the phone if you're unable to get in front of a computer.

The recordings will be available at <http://hubpagereplay.com/>

This is a great place to be during the live calls so you can connect with others in the class. You can also post the key ideas you are learning. Check this Facebook group regularly. I will be posting lots of cool stuff in there.

The 2021 Planning Class Series is open to the public. You can invite anyone. Here's the link to register: <http://planningclass.com/>

As a bonus for signing up for this class you can receive a coaching session with an Eric Lofholm coach. This session is open to anyone who is **NOT** currently working with an Eric Lofholm Coach.

Schedule your Coaching Session here: <http://hubpagereplay.com/>

If you have any questions, you can email [customerservice@ericlofholm.com](mailto:customerservice@ericlofholm.com)

Create your 6-month Plan

What we are going to do today and Thursday is write out our business goals for the next 6 months and create written plans on how we will achieve those goals.

Focus on completion versus perfection.

Let's begin by setting some overall goals of what you want to accomplish over the next 6 months. Ideas to consider:

Gross sales goal  
Income goal  
New client goal  
Recruiting goal  
Social media follower's goal

You have 7 minutes to create some 6-month goals. Go!

Now we are going to create monthly goals. Think about what you want your main results to be for each of the next 6 months. Ideas to consider for July, August, September, October, November, and December:

Gross sales goal  
Income goal  
New client goal  
Recruiting goal  
Social media follower's goal

Create a Theme for the 2<sup>nd</sup> half of 2021!

The Rest of 2021 is the Season of Consistency

The Rest of 2021 is a Fresh Start

The Rest of 2021 is a New Beginning

The Rest of 2021 is a Fresh Start

My Theme is Massive Action

My Theme is Leverage

The Rest of 2021 is the Season of Massive Action

The Breakout Year

The Rest of 2021 is the Season of Duplication

The Rest of 2021 is the Season of the Full Practice

The Rest of 2021 is the Season of my Book being Published

You have 3 minutes to create your theme. Go!

Build association into your plan

\$250,000 Idea

Who do you want to JV with, partner with, hire, train with?

You have 3 minutes to identify 2 people you would like to associate with at a higher level

Sales Math

What is your income goal?

What is your annual revenue goal?

How many calls does it take to book an appointment?

How many appointments does it take to make a sale?

How much do you make per sale?

20 calls to book an appointment

1 sale for every 3 appointments

\$5,000 per sale

\$100,000 income goal

So we need:

20 sales or about 3 per month

Write down how many sales do you need to make to achieve your income or sales goal.  
You have 4 minutes. Go!

## Focus on Revenue Producing Activates

Share my Facebook post about this class to encourage others to join the class. You can text, email, post on social media. If you will share this class with at least one person or promote the class in anyway send me an email at [eric@ericlofholm.com](mailto:eric@ericlofholm.com) and let me know. I will then send you my best piece of content I have ever done on getting referrals. If you want to promote as an affiliate email me at [eric@ericlofholm.com](mailto:eric@ericlofholm.com) or text me at 916 626 1945 and I will get you the info.