



PLAN YOUR BEST YEAR EVER

with Racheal Cook MBA

|
day 5

2022 PROFIT PLAN

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12 MONTH PROFIT PLAN

Now that you have your vision, it's time to turn those goals into reality in 2022! The key to consistent clients and cash-flow in any business is to have a clear profit plan. What is a profit plan? It's a map of your marketing and sales strategies that will ensure you're regularly taking action to attract, engage, nurture, invite, and delight new clients! Let's start by breaking down each element of your marketing plan.

YOUR 5 PART MARKETING PLAN

PART 1:: ATTRACT

Attract marketing is all about getting your business and brand in front of new people who don't know who you are. This could include advertising, guest blog posts, getting interviewed, joint partnerships with other businesses, etc. What are your top 3 ways to attract new people into your community?

- 1.
- 2.
- 3.

PART 2:: ENGAGE

A potential client heard about you for the first time from your attract marketing and now they are interested in how you can help them. 99% of the time, they will check out your website, poke around, then leave. How can you get them to STICK so you can continue to communicate?

An irresistible free offer incentivizes people to share their contact information so they can learn more about you and your business {*hint* this challenge is an irresistible free offer}! What could you offer - for free - to build up your community?

PART 3:: NURTURE

When most of us think about marketing - we are really thinking about nurture marketing. Blogging, email newsletters, Facebook groups... all builds the relationship with people who are already in your community. The secret is to have a plan for your nurture marketing so you don't appear only when it's time to ask for new business.

What is your nurture marketing plan? For example - my show, Promote Yourself to CEO, and email newsletter are published weekly.

PART 4:: INVITE

This is where you flip the switch from marketing to sales. A clear invitation strategy lets your community know the next step towards working with you. It could be offering 1x1 consults to potential clients, hosting a workshop or webinar, or writing an email series to invite people into your product, program, or service. What is your best invitation strategy?

PART 5:: DELIGHT

When you think of DELIGHT, you're probably thinking of ways to WOW you customers. That's an essential part of a solid marketing plan - because it's much easier to keep an existing customer {and get them to buy again} than to find a new one. What are your top three ways improve your customer experience in 2022?

- 1.
- 2.
- 3.

12 MONTH PROFIT PLAN

Now let's map your overall marketing strategy across each of the next 12 months. Here's the order I always plug things into my calendar::

- **Time OFF.** That's right... make sure you block out your vacation time!
- **Signature Offering.** This is your #1 revenue generator, so you want to know exactly how often you are promoting and filling it! I recommend 2 solid promotions a year.
- **Upgrade Offering.** It's easier to keep a client than find a new client! So I always plan in 2 times I'm going to invite my existing clients to upgrade into a next-level product, program, or service.
- **Smaller Offerings.** Have a smaller program or product? Fit in a promotion between your bigger launches.
- **Freebie Offerings.** Don't forget to spend some time dedicated to community building! This could be a free challenge, workshop, etc to build your audience and email list.
- **MARKETING MARKETING MARKETING!** This is the fuel that drives your business forward

JANUARY 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

FEBRUARY 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

MARCH 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

APRIL 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

MAY 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

JUNE 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

JULY 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

AUGUST 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

SEPTEMBER 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

OCTOBER 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

NOVEMBER 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

DECEMBER 2022

TIME OFF

OFFERING

What product, program, or service are you selling this month?

MARKETING

What are your goals for ATTRACT, ENGAGE, and NURTURE marketing?

GOALS CHECK

What milestones will help you achieve your goals this month?

HUGS AND HIGH FIVES!

Congrats! You've officially completed the Plan Your Best Year Ever Challenge! If you're ready to play a bigger game (and make a bigger impact) you're invited to join me in The CEO Collective.

Learn More About The CEO Collective at <http://theceocollective.com/join/>