

**THE MARKETING PLAN**

<b>Month</b>	<b>Print</b>	<b>Online</b>	<b>In Person</b>
<u>January</u> Core:	Current: New:	Current: New:	Current: New:
<u>February</u> Core:	Current: New:	Current: New:	Current: New:
<u>March</u> Core:	Current: New:	Current: New:	Current: New:
<u>April</u> Core:	Current: New:	Current: New:	Current: New:
<u>May</u> Core:	Current: New:	Current: New:	Current: New:
<u>June</u> Core:	Current: New:	Current: New:	Current: New:
<u>July</u> Core:	Current: New:	Current: New:	Current: New:
<u>August</u> Core:	Current: New:	Current: New:	Current: New:
<u>September</u> Core:	Current: New:	Current: New:	Current: New:
<u>October</u> Core:	Current: New:	Current: New:	Current: New:
<u>November</u> Core:	Current: New:	Current: New:	Current: New:
<u>December</u> Core:	Current: New:	Current: New:	Current: New:

**MONTHLY STEP-BY-STEP PLAN**

Month: \_\_\_\_\_ Core: \_\_\_\_\_

Enrollment Goal: \_\_\_\_\_

**A. Print**

What	Who	By When

**B. Online**

What	Who	By When

**C. In Person**

What	Who	By When

Success Evaluation:

**STICK TO SELLING**

**I am not selling you anything -  
I am helping you buy something!**

• **End of 1<sup>st</sup> In-Person Selling Strategies:**

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• **1<sup>st</sup> Follow Up Selling Strategies:**

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• **2<sup>nd</sup> Follow Up Selling Strategies:**

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• **Conclusion Strategies:**

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