

Game Plan Worksheet

A written game plan is any kind of flow chart where you can track the most important "To Be Done" elements of your business over a 12-month period. It offers a visual representation of tasks to be accomplished and goals to be met.

Activity		January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.					
IMPACT MAIL PLAN	Personal Brochure			✓														
	PowerKard	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
	AdKard	#1	#2	#3	#4	#1	#2	#3	#4	#1	#2	#3	#4					
	Personal Letter					✓					✓							
	PersonalKard/Holiday card		✓		✓							✓	✓					
Activity		January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.					
PAST CLIENT CONTACT	Personal Brochure	✓						✓										
	PowerKard				✓		✓			✓								
	House Flier			✓														
	Personal Letter					✓			✓		✓							
	PersonalKard/Holiday card		✓		✓							✓	✓					
	Past Client Research *	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Activity		January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.					
ADVERTISING PLAN	Ads in "Homes" Publication	#1	#2	#3	#4	#1	#2	#3	#4	#1	#2	#3	#4					
	Ads in Newspaper **	1/8	1/4	1/8	1/4	1/8	1/4	1/4	1/4	1/4	1/8	1/4	1/8	1/4	1/8	1/4	1/8	1/4
	Billboards		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Cable TV	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Activity		January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.					
P.R. PLAN	Press Release	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
	Update Press Kit				✓					✓								
	Friendly Contact to Editors		✓				✓				✓							
	Speaking Engagements	✓		✓		✓		✓		✓		✓						

*Past client research should be conducted one week after the close of each transaction.

The chart shows scheduled informal research sessions.

**We suggest a minimum of three 1/8-page ads and four 1/4-page ads rotated during the year.

Change in color reflects new ad.

"Agents who spend more on advertising as a percentage than their leading competitors tend to capture a larger share of their market."

*- Dr. Bradley Gale
The Strategic Planning Institute*