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.

IMPACT MAIL PLAN

Activity	January				February				March				April				May				June				July				August				Sept.				Oct.				Nov.				Dec.			
Personal Brochure									✔																																								
PowerKard		✔		✔		✔		✔		✔				✔				✔			✔		✔		✔			✔		✔		✔		✔		✔			✔		✔			✔			
AdKard	#1		#2				#3				#4				#1				#2		#3				#4					#1				#2				#3				#4						
Personal Letter																	✔																						✔										
PersonalKard/Holiday card					✔								✔																														✔						✔

PAST CLIENT CONTACT

Activity	January				February				March				April				May				June				July				August				Sept.				Oct.				Nov.				Dec.			
Personal Brochure			✔																						✔																								
PowerKard													✔								✔												✔																
House Flier											✔																																						
Personal Letter																	✔												✔												✔										
PersonalKard/Holiday card					✔								✔																														✔						✔
Past Client Research *		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔		✔

ADVERTISING PLAN

Activity	January				February				March				April				May				June				July				August				Sept.				Oct.				Nov.				Dec.			
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		1/4		1/4		1/4		1/8		1/4		1/8		1/4		1/8		1/4		1/8		1/4		1/8		1/4		1/8	1/8	
Billboards					✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔													✔	✔	✔	✔	✔	✔	✔	✔							
Cable TV	✔	✔	✔	✔	✔	✔	✔										✔	✔	✔	✔													✔	✔	✔	✔	✔	✔	✔	✔							

P.R. PLAN

Activity	January				February				March				April				May				June				July				August				Sept.				Oct.				Nov.				Dec.			
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