

2018 MARKETING GAME PLAN



Remodel Your Marketing Plan

5 Week Live Training Course Starting on January 11, 2018

The training is focused on two deliverables:

1. A clear **2018 Marketing Plan** for your remodeling business
 2. A clear and specific **2018 Marketing Budget** for your remodeling business
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WEEK 1 (Thursday, 1/11/18 from 1:00-2:00 PM EST)

- A deep look at your **2017 Marketing Results**
 - We'll **review and measure** # leads you generated (and where they came from), # of signed projects, 2017 total sales, average project size
 - How much you **spent in 2017 on marketing and advertising**
 - Decide on your **2018 Total Sales Goal** and **2018 Marketing Budget**
 - You'll receive a simple and solid **Marketing Budget Spreadsheet** in this lesson
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WEEK 2 (Thursday, 1/18/18 from 1:00-2:00 PM EST)

- **Marketing Strategy:** What Makes You Different and Your Ideal Client
 - **Marketing Tactics Part 1:** What are you currently doing?
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WEEK 3 (Thursday, 1/25/18 from 1:00-2:00 PM EST)

- **Marketing Tactics Part 2:** What you want to be doing in 2018?
 - Start to build out your **Actual Marketing Plan**
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WEEK 4 (Wednesday, 1/31/18 from 1:00-2:00 PM EST)

- Completion of the **Strategy & Tactics** portion of your **2018 Marketing Plan**
 - Update your **2018 Marketing Budget** to reflect your Marketing Plan
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WEEK 5 (Wednesday, 2/7/18 from 1:00-2:00 PM EST)

- Identifying **SMART Goals** and **Next Steps** to start implementing your plan
 - **Wrap Up** and **Open Q&A**
 - Celebrate your personalized **2018 Marketing Plan & Budget!**
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There's going to be a **little prep** that you need to do **before and after each session!**

I'm going to assign you someone else in the class to be your **accountability partner** over the five weeks. I'll introduce you via email and suggest you check in with each other weekly to **ensure that your marketing plan and budget are coming together.**

I'll give you **guidance, coaching, tools, and motivation** during each Live coaching call and at the end you will have a **clear and personalized Marketing Plan & Budget for you to follow in 2018!**

The Cost/Investment is **\$147**

All of the calls will be recorded in case you can't make one of them.

Interested in signing up?

Just send me a quick **Email** (kyle@remodelyourmarketing.com) or **Text** (517-902-8450) and my assistant or I **will reach out to get you signed up!**