



SALES & MARKETING BLUEPRINT

MY REVENUE STREAMS

[Empty box for revenue streams]

MY OPTIMUM TARGET MARKET

[age, gender, income, interests, career, values, causes...]

[Empty box for target market]

WHERE TO FIND THEM

[where/what they visit, shop, read, commune, work, learn...]

[Empty box for where to find them]

MY MULTIPLIERS

[Empty box for multipliers]

HOW TO REACH THEM

[speaking, paid ads, PR, social networking, webinars, joint ventures, direct mail, referrals—leading to your database]

[Empty box for how to reach them]

NURTURE PROSPECTS INTO LEADS

[Empty box for nurture prospects]

SEAL THE DEAL

[auto-responder, email, phone call, meeting, webinar, event]

[Empty box for seal the deal]

BUILD LONG-TERM RELATIONSHIPS

[AAA customer service, blogs, social networking, great products and programs, extra values... RESULTS]

[Empty box for build long-term relationships]

BUILD A REFERRAL COMMUNITY

[Empty box for build a referral community]