

Marketing Success Planner

Plan for your success and you will have a plan to guide you to achieve your goals. ~Lou Ludwig

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This Success Planner Belongs to:

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Company Name		
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In Case of Emergency:		
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Many of my clients come to me because they need to get organized while managing their business and their household. They all say that "they know they need to get organized," and sometimes they even have the supplies. Like proud children, they pull out planners and smartphones and tablets and show me what they've bought to help them get organized.

Having some type of planner-paper or electronic-is the first step to becoming organized. However, having a planner does not necessarily mean that you're using it to the most profitable abilities. Here are some ways to make your planner work for you. I like to think of P.A.M. throughout the day. Much like the cooking spray it allows you to easily transition through your day.

- Preparation: take one day a week to prepare yourself for the following week, month. Use this planner as a guide to collecting all aspects of life and having it available in one centralized place. Whether you keep this at your office or with you at all items (which is recommended) this planner should allow you to work, play and manage your household.
- Action: Creating a schedule, making a goal list, or planning an event all looks good on paper. Take physical action to achieve the results you choose or you have wasted your time and money with this Success planner.
- 3. **Maintenance:** You cannot plan your year in one day and never look at it again. M aintaining your records, party list, to do list and reverting back to several times a day will be the key to more organized successful balanced business and life!



Some tips and tricks on how to make the most of your Ultimate
Biz Day Planner



In case you orget

The palest ink lasts longer than the most retentive memory. -<u>Chinese Proverb</u>

Marketing Subscriptions

Site Name	Advertising Package	Cost/ Fee	Expiration	Username	Password Hint
Constant Contact	Basic	19.99	1/1/16	Ultimate Biz Planner	<i>G01</i>
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			51		
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Log-In Reminder

Website	Username	Password Hint
BusinessCardsForBusiness,com	Ultimate Biz Planner	GetOrganized
Basiness Sapplies, com	Ultimate Biz Planner	Get Organized
Email Marketing, com	Ultimate Biz Planner	GetOrganized
Social Media, com	Ultimate Biz Planne	GetOrganized
	8	
		20 .
		V
	Our Planner has	s room for over
	40 We	
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Log-In Reminder

Website	Username	Password Hint
Business Cards For Business, com	Ultimate Biz Planner	<i>Q01</i>
Business Sapplies, com	Ultimate Biz Planner	GetO2
Email Marketing, com	Ultimate Biz Plann	G201
Social Media, com	Ultimate Bu Do	9011
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7,0		
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	B	
4		
This	is a great spot to p	ut the websites that
are a	ssociated with you	business. We don't
ac	lvise you to write y	our password but
some	ething to remind yo	u in case you forget.
For	example, if our Pas	ssword was GetOr-
	ganized1	. our
Pass	word Hint is GO1. V	Ve also recommend
	you use different va	riations of your

Notes:	
	60
A (A CONSULTANT
(0)	



Monthly Schedule

"One of the greatest resources people cannot mobilize themselves is that they try to accomplish great things. Most worthwhile achievements are the result of many little things done in a single direction." – Nido Qubein

Annual Focus Page

Yearly Sales Goal: \$750	2,000_			
Beginning Sales \$:35,0	00			
Mileage: <u>14,019</u>				
Opportunity Meetings	5: <u>220</u>			
Client Additions: <u>52</u>				
Expo :_24 N				
Conference Calls Atte	nd: <u>36</u> Training N eeti। ३ऽ: <u>12</u>			
Speaking /Other Even	ts: <u>36</u>			
Social Media Reach:				
Facebook: <u>5,000+</u>	Twitt 2r: <u>10,000+</u> Other			
():				
	In: Pintercst: Google +:			
Tumblr:	Other ():			
Marketing Campaigns	s/Ideas/Opportunities:			
(TV/PRINT/RADIO/W	EB/SOCIAL MEDIA)			
1.	4.			
2.				
5.	This is where your year begins.			
3.	Whether it is the middle of the year or			
6.	January 1st our calendars are undated			
Other Ideas:	so you can begin where you want to.			
	Our Annual Focus Page allows you to			
	take steps to plan your Successful			
	Business Year.			

Monthly Focus Page

Sales Goal:\$_62,500	Opportunity Meetings:	8
Contacts the	oughout the month.	

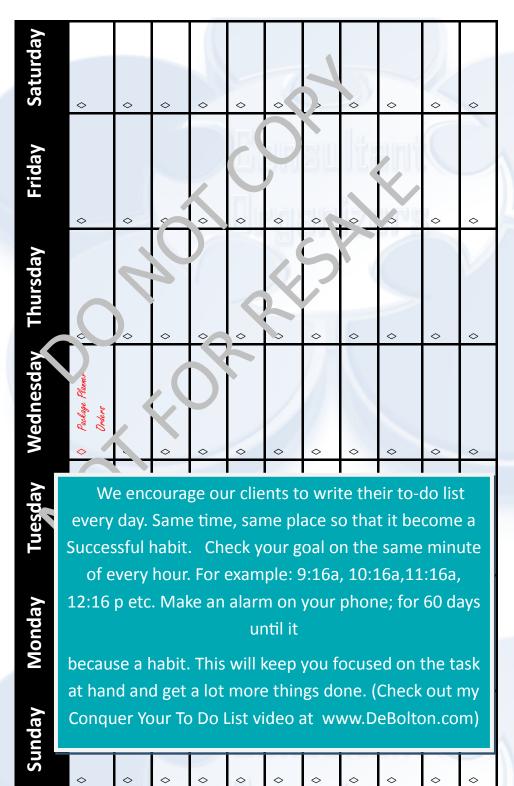
MUST Contact for this month: Connect with the

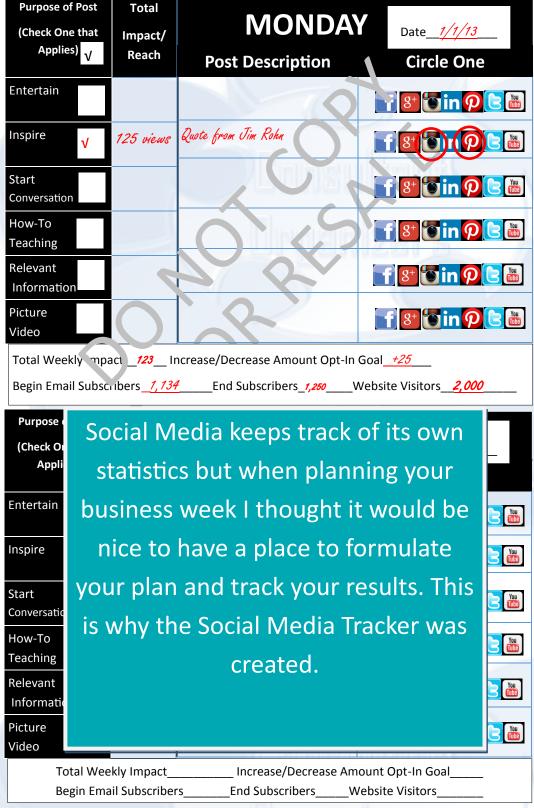
rhone	Reason
55 <i>Σ-123-</i> 4567	Grow basiness/Gain . Pient

Goal		V
Increase my email whocriter b	list	
	This is a place to set goals every and at the end of every month a check-up. When you write do goals it allows you to hold yo accountable. When you constant at them it allows you to speed momentum of achieving those	there is wn your ourself ntly look up the
·		

I can and I will achieve every goal that I set for my self and my business.....

Reac	h Goal: 1 am the best Day Planner for Women Business Owners, Entrepreneur
and D	irect Sales Consultant, Helping Women Bosmes Owner become more productive a
<u>efficie</u>	ent in their business.
Activ	ve Goal an living and active out heavily lifestyle everyday.
1	
	- 40,61
2	
3	
4	
5.	
J	We encourage our clients to write their goals every
6	week. Same time, same place so that it become a
	Successful habit. Your Reach Goal is something you
7	aspire for you or your business if all resources were
	available to you. Your
8	active goal is a healthy lifestyle goal you have for yourself
	overall. The ten goals are things you strive to achieve
9	that will help you get to your reach goal. (Check out my
	blog on my Success with my past business' and current
10	business using this goal obtainment model.
	www.DeBolton.com)



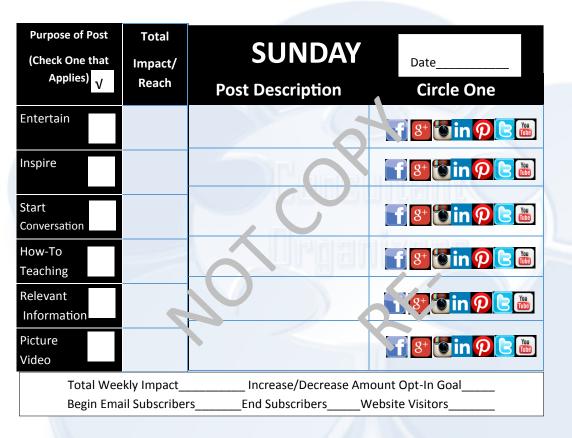


Purpose of Post	Total	WEDNESDA	V
(Check One that	Impact/	VV EDINESUP	Date
Applies) _{\(\forall \)}	Reach	Post Description	Circle One
Entertain			f 8 oin p b
Inspire			f g to in P E to
Start Conversation		70	f g+ oin p b
How-To Teaching		Ligat	Stoin P C Tour
Relevant Information			f g+ oin p b
Picture Video			f 8+ oin P E
Total Wee	kly Impact_	Increase/Decrease Am	ount Opt-In Goal
Begin Ema	ail Subscriber	rsEnd SubscribersW	ebsite Visitors
		/ //	
Purpose of Post (Check One that	Total Impact/	THURSDA	Y
Applies) $\sqrt{}$	Reach	Post Description	Circle One
Entertain			f g oin p E

Purpose of Post (Check One that Applies)	Total Impact/ Reach	THURSDA	Date	
		Post Description	Circle One	
Entertain			f 8+ oin p E	
Inspi			1 8 Oin P E	
Start Conversation			f 8+ oin p E You	
How-To Teaching			f 8+ oin P E You	
Relevant Information			f g to in P E	
Picture Video			f 8 oin P E	
Total Wee	ekly Impact	Increase/Decrease Amo	ount Opt-In Goal	
	gin Email SubscribersEnd SubscribersWebsite Visitors			
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Purpose of Post	Total	FRIDAY	Date				
(Check One that	Impact/	IMBAI					
Applies) √	Reach	Post Description	Circle One				
Entertain			f stoin p b will				
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Start	100		You				
Conversation	//		f 8+ oin p E				
How-To			fyoin Pe				
Teaching							
Relevant Information			Toin P E				
Picture Video			f g oin P E				
Total Weekly Impact Increase/Decrease Amount Opt-In Goal							
Begin Email SubscribersEnd SubscribersWebsite Visitors							
Purpose of Post	Total						
(Check One that	Impact/	SATURDA	Date				
Applies) √	Reach	Post Description	Circle One				

Purpose of Post	Total	SATURDAY Date		
(Check One that	Impact/	DATURDA	Date	
Applies) _{\(\forall \)}	Reach	Post Description	Circle One	
Entertain			f g oin p b	
Inspire			f stoin P E	
Start Conversation			f g oin p b	
How-To Teaching			f 8 + o in p b m	
Relevant Information			f 8+ oin P E William	
Picture Video			f g+ oin p E	
Total Wee	kly Impact_	Increase/Decrease Am	nount Opt-In Goal	
Begin Ema	il Subscribe	rsEnd SubscribersV	Vebsite Visitors	





Its recommended to blog weekly. Here is a great way to plan for your weekly blogging.
Ideas that might come up throughout the week. Write them down here.

Total Weekly Impact	Increase/Decrease	e Amount Opt-In Goal
Begin Email Subscribers	End Subscribers	Website Visitors

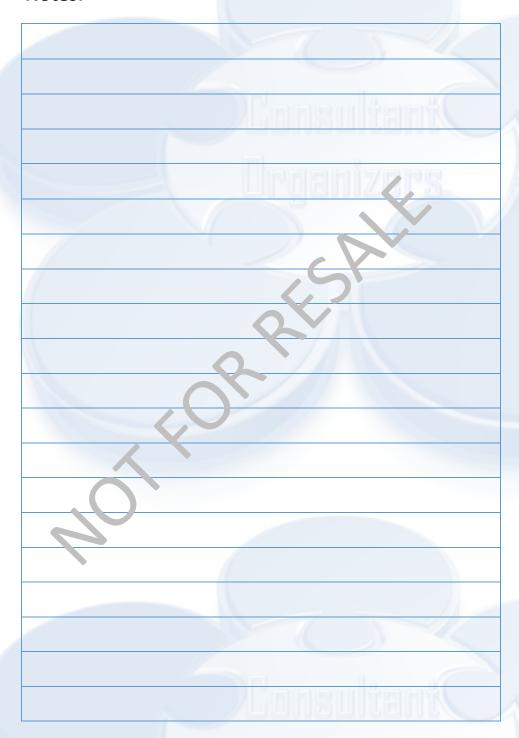
Monthly Check-up Page

Monthly Sales:			
Beginning:	_End:		
Mileage:	End Mileage:	110	
Opportunity Meetings	:	t Additions:	
		والمراج أواجات	
Expo : Netv	vo king Events:_		
Conference Calls Atten	ران Train	ing Meetings:	
Speaking /Other Event	5:		
Social Media Feaci		GY	
Facebook:	Twitter:	Other():
Linked In:	Pinterest:	Google +:	
Tumblr:	Other ():	
What Worked Well:			
What Would you have	done Different:		
		o check-up on the	goals
	that you set ea	ch month. Every r	nonth
	has a Monthly F	ocus Page and M	onthly
	Check-Up. Whe	en you write dowr	n your
How did you reward y	goals it allow	s you to hold you	rself
		countable.	

Annual Focus Page

Yearly Sales	Total:			
Beginning Sales \$ Ending Sale; \$				
Beginning M	lileage:	Encl_1ileate:		
	16-			
	Meetings:			
Client Additi	ions:			
_				
	Net vorking			
		Training Meetings:		
	their Fverits:			
Social Me To		0.		
Facebook:	Twitter:	Other():		
Lir. ked In	Pinteres	t: Google +:		
Тս უնու	Other ():		
Mc athly Sal	es Total:			
January	\$	Client Additions		
February	\$	Client Additions		
March	\$	Client Additions		
April	\$	Client Additions		
May	\$	Client Additions		
June				
July	This n	age is a great		
August				
September	accountability tool and tax			
October	tool.			
November				
Docombor				

Notes:





Networking Optimizers

Sharing is sometimes more demanding than giving.
- Mary Catherine Bateson

Networking Events

Event Name: ABC Event				
Contact Person:				
Event	Location: A Gre	eat Networking Location		
Phone	e: <u>555-123-5670</u>			Consultant Organizers
Orgar	nization: <u>A Great 1</u>	Networking Organization		
Mem	ber or Non-Mem	ber (Circle One)		
Event	Date: <u>1/1/13</u> [Event Fee:	IIZE	
Event	Time: <u>1:30p</u> Be	come Member of Network Orga	anization	Yes or No (Circle Or
		Description	Follow-	
	Name	Reason for Contact	Up (circle	Contact Date
		Neason for Contact	one)	
Jane Doe	, Great Business Inc.	Great Business Collaboration Opp	YN	1/5/13 Lunch Meeting
			Y/N	
			Y/N	
	Networking	is a great opportunity	to grow y	your busi-
	ness. Sometir	nes we can get caught	up in the	follow-up.
		lots of business cards a		
		it to connect with in the		
Optimizer during or after a Networking Event can help				
you Navigate valuable Business				
		es. Also, the event infor		
		recommend stapling a		
	acquire from purchasing meals, drinks etc. on this sheet and using this during tax time as well.			
	and	using this during tax tir	ne as we	III.

Networking Events

Event Name:		
Contact Person:		
Event Location:		Consultant
Phone:		trganizara
Organization:		
Member or Non-Memb	per (Circle One)	
Event Date:	:Fvent i	Event
Timo:		

Name	Description Reason for Contact	p (circle	Contact Date
		Y/N	
		Y/N	
	0	Y/N	
		Y/N	
	1	Y/N	
6		Y/N	
		Y/N	
		Y/N	
	The lie lie lie lie lie lie lie lie lie li	Y/N	m#(
		Y/N	
	© Copyright 2013 De Bolton En	Y/N terprises, Al	Rights Reserved

We have been giving Women Business Owners their time back since 2013. Most of our clients have given us valuable feedback and we are always striving to have the best product. We would love your testimony on how our planner help you plan your success in business. Please contact us at marketing@debolton.com.

If you are interested in making money off of referring people to our Ultimate Biz Planners contact us about our Affiliate Program or Referral Program. Check out our website www.UltimateBizPlanner.com for more details.

Looking for other tips how to make the most of your planner? Go to our site for www.UltimateBiz Planner.com

Thank you for purchasing our planner. We appreciate your business and wish you Success in your Business this year.

