

A black and white photograph of Tom Ferry, a man with glasses and a headset, speaking at a podium. He is wearing a dark suit jacket. The background is blurred, showing an audience. A diagonal line divides the image from the top right to the bottom left. The right side of the image has a light blue background with faint white line drawings of business diagrams and charts. A large green circle is positioned in the center, overlapping the diagonal line. The text 'tomferry your coach' is written in white inside the circle, with a geometric logo to the right of the name. Below the circle, the title 'TOM FERRY'S MARKETING PLAN' is written in large, bold, green capital letters. A solid green horizontal bar is at the bottom of the page.

tomferry 
your coach

TOM FERRY'S
**MARKETING
PLAN**

MARKETING PLAN SAMPLE



888.866.3377 • 949.251.9973 FAX

| MONTH | RECIPIENTS | THEME/PIECE | FORMAT | PROCESS DATE | BY WHEN | COST | # OF PIECES | DESIRED RESULTS | ACTUAL OUTCOME |
|-------|------------|----------------------------------|--------|--------------|---------------|-------|-------------|-----------------|----------------|
| Jan | Database | Happy New Year | E | Dec 17 | Dec 31 | 0 | 800 | Connecting | 72 opens |
| | SOI/PC | Thank You Letter | M | Dec 17 | 15th | \$175 | 233 | 10 referrals | 6 referrals |
| | PC | HUD Letter | M | 7th | 3rd Friday | \$250 | 233 | 5 referrals | 8 referrals |
| | Farm 1&2 | Market Update | PC/M | Dec 17 | 1st Friday | \$650 | 1200 | 1L | 0 |
| | OH | Invites/Misc | M/D2D | As Needed | 2X Month | \$75 | 50 | 1L or 1B | 1L |
| | Lead Gen | ML/Craigslist | I | As Needed | 5X-wk, 3X-day | 0 | 0 | 3B | 1B |
| | FTHB | Home Buying Process | Class | As Needed | Saturdays | \$300 | 25 | 3B | 0 |
| | Floor | Upcalls | | | 7-9X month | 0 | 0 | 1L or 1B | 1B |
| Feb | SOI/PC | Happy Valentine (Feb 14) | E | 4th | 12th | 0 | 800 | Connecting | 38 opens |
| | SOI/PC | Just Sold | M | 4th | 2nd Friday | \$650 | 1200 | 1B | 0 |
| | SOI/PC | General | NL | 4th | 3rd Friday | \$175 | 233 | 1L or 1B | 1L |
| | OH | Invites/Misc | M/D2D | As Needed | 2X Month | \$125 | 100 | 1L or 1B | 2L |
| | Lead Gen | ML/Craigslist | I | As Needed | 5X-wk, 3X-day | 0 | 0 | 3B | 0 |
| | Farm 1&2 | Free Market Analysis | PC/M | Jan 21 | 1st Friday | \$650 | 1200 | 1L or 1B | 1L |
| | Floor | Upcalls | | | 7-9X month | 0 | 0 | 1L or 1B | 1B |
| | FTHB | Home Buying Process | Class | As Needed | Saturdays | \$300 | 25 | 3B | 2B |
| Mar | SOI/PC | Happy St. Patrick's Day (Mar 17) | E | 4th | 14th | 0 | 850 | | |
| | SOI/PC | Easter (Mar 31) | E | 18th | 28th | 0 | 233 | | |
| | SOI/PC | Daylight Savings (Mar 10) | E | 4th | 7th | 0 | 850 | | |
| | Farm (1) | Neighborhood Activity | PC/M | Feb 18 | 1st Friday | \$350 | 500 | | |
| | FTHB | Home Buying Process | Class | As Needed | Saturdays | \$75 | 25 | | |
| | OH | Invites/Misc | M/D2D | As Needed | 2X Month | \$125 | 100 | | |
| | Lead Gen | ML/Craigslist | I | As Needed | 5X-wk, 3X-day | 0 | 0 | | |
| | Floor | Upcalls | | | 7-9X Month | 0 | 0 | | |

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STRATEGY MATTERS & PASSION RULES