



HOW TO MAKE MONEY

WITHOUT A JOB

BONUS

CHOOSING THE RIGHT MARKETING

60 - 90 DAY PLAN

THE RIGHT MARKETING

#1

What are your top 2 goals for the next 60 - 90 days?

#2

Why are these goals so important, and why now?

#3

Which activities could support you in these goals? (Circle all that apply, write your own answers in blank spaces.)

Social Media	Blogging	Writing an article	Webinar
Newsletter	Video	Asking for business	Hire help
Joint Venture	Phone calls		

HOW TO

AVOID THE WRONG MARKETING

What problem do you have, and what is your goal around it?

What must your investment do to make it a fit?

A. How much money do you expect to make in the next 3 months?

B. How much money does the investment you want to make, cost?

Subtract B from A ($A - B = X$). Is “X” enough to justify the cost?

How much time do you have, per day/per week, to spend learning and using a new marketing tool?

What questions could you ask to clarify whether this is the right investment?

60 - 90 DAY MARKETING PLAN



USE THIS PAGE TO HONE IN ON WHAT YOU WANT AND
BEST WAYS TO GET IT.

HIGH LEVEL GOALS

1.

2.

3.

ACTIONABLE GOALS

1.

2.

3.

CHANNELS YOU WILL FOCUS ON:









AREAS THAT NEED MOST FOCUS:

HONING IN ON THE RIGHT MARKETING

INSTRUCTIONS: Now put together what you know from the previous page with these questions and the answers tell you where to invest your marketing dollars!

WHERE I NEED THE MOST HELP:

SPECIFIC PAIN POINTS:

BEST INVESTMENTS:



YOUR NEW PLAN

THE RIGHT MARKETING

TODAY'S DATE: _____

90 DAYS FROM NOW: _____

Which TWO channels will you prioritize during this period?

What specific results are you expecting from these channels in the next 90 days?

THE ASK LIST

Use this page to track how many asks you've made for people to buy your service or product. (see sample line below for help.)

Method	Product/ Svc	# people asked	# said yes	# said no	no response
newsletter	buy program	15	3	5	7