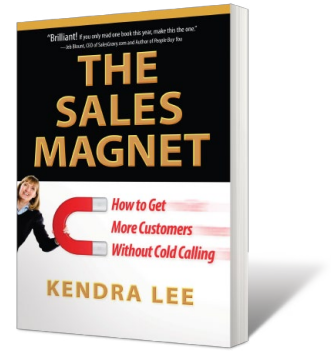


Campaign Planner

A Sales Magnet Tool Kit Resource



1. Get Your Focus (Chapter 3, *The Sales Magnet*)

A generic message to mass quantities of prospects will take your campaign straight to the trash bin. Prospects can see right through what one seller I know calls “spray and pray.” Answer these questions to get your campaign focused and on the right path.

Which prospects have an immediate need?	How are they similar?	What are their issues?	Why would they want to talk with you?	What makes them good prospects for you?

2. Pick Your Personal Attraction Strategies (Part II, *The Sales Magnet*)

Attraction strategies are the multitude of ways to interact with prospects throughout your campaign. It is important that the strategies you select are adapted to your target market, cover a variety of formats to increase your likelihood of reaching your prospects, and that take best advantage of your innate abilities.

Choose your top 3 from these available strategies:

Personal	Collaborative	Digital
Email	Online PR	E-newsletters
Letters	Online events	Articles and blogs
Postcards et al	Local events	Social networking
Personal networking	Offline PR	Social media
Phone pursuit	Alliance Partners	

3. Get Your Grabber (Chapter 4, *The Sales Magnet*)

You want to literally grab your prospects' attention, making them stop in their tracks, pause for a moment, and think about what value you can bring to their company. Your campaign communications, your attraction strategies, are spurring your prospects to immediate action.

What change is happening around your target market that could START A CONVERSATION and TRIGGER them to action?

Company	
Community	
World	

4. Make an Offer They Can't Refuse (Chapter 6, *The Sales Magnet*)

Free offers not only catch your prospect's attention, but they help to clarify their business strategy, solidify an issue they are dealing with, or run their companies more effectively. And as you are educating and nurturing your prospect, you are also making your own case.

Pick and choose from these offers like these to fill in your campaign strategy:

Offers You Have	Offers You Find	Offers You Provide
Podcast or event invitation	Link to an appealing blog post	Idea to help their business or address an issue
E-book, blog post, or article	Invitation to a group of interest on a social network	Free analysis or assessment
White paper or case study	Introduction to a well-known peer in the industry	Trial or demonstration

5. Connet Your Efforts (Chapter 5, *The Sales Magnet*)

A successful campaign requires planning and execution; it's not just a spontaneous sales effort. Fill in the below chart to map out a basic campaign structure using the offers you have selected, a timeframe you are comfortable with between each attraction strategy outreach, and any thoughts or questions you might for each.

Outreach	Offer	Timing	Notes
1			
2			
3			
4			
5			