

January Focus:
PROSPECTING!

**Goal – Start the year by filling your pipeline with a fresh supply of likely prospects!
 Think about your market in non-traditional, “blue ocean” ways!**

Action Items:

- Read Blue Ocean Shift
- Review your current prospecting methods – change what didn’t work!
- Add new prospecting methods!

Prospecting Method	# of Prospects Acquired in 2017	Sales to those prospects in 2017	Changes Planned for 2018
Website / SEO			
Podcasts			
Trade Show #1			
Trade Show #2			
Speaking event			
Facebook Ads			
Packages			
Postcards			
Linkedin			

Results/Notes: