

Strategic Success Plan

Title of Program/ Offer _____

Number of Clients: _____ Length of Engagement _____

Topic: _____

Deliverables: _____

Promise of Offer: _____

Problem it Solves: (Be Specific & Tangible) _____

Results it Delivers (Be Specific & Tangible) _____

Strategic Success Plan

Program Name _____

Cost to Client of NOT Solving This Problem:

Specific Steps Needed: (Signature System)

Benefit of Each Step

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____

My Blueprint for Engagement through Delivery:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Strategic Success Plan

Program Name _____

Extras this client will receive as benefit of engaging service:

Investment: \$ _____

Full Pay: \$ _____

Payment Plan: \$ _____ Details: _____

Fast Action Savings: \$ _____ Details: _____

Total Anticipated Revenue \$ _____

In What Time period? _____

Completed:

Correspondence Engagement Letter Signed Agreement

Marketing Strategy:

Personal Invite Email Live Speaking

Online Marketing Webinar Video

Referrals Lunch –Roundtable –Other Live Meeting

Offer Date: _____

Strategic Success Plan

Program Name _____

Marketing and Visibility – (Remember to add the date by when) (be specific)

People to ask for support:

Different options and tools for marketing:

Additional Notes for this Client/ Prospect/ or Project:
