

Campaign Planner

A campaign is a strategic short-term advancement plan to accomplish a goal. Partner with your team to create campaigns that focus efforts to achieve your goal.

1 Why | PURPOSE

PURPOSE:

(Rank, enrollments, classes, LRP's, etc.)

(Outcome / benefit)

2 When | TIMELINE

STARTS: _____
(30, 60, or 90 day period)

ENDS: _____
(By convention, ranking months, incentive trips, etc.)

3 Who | AUDIENCE FOCUS

FOCUS:

- Customers
- Builders
- Leaders
- _____
Rank
- _____
Team
- _____
- _____
- _____
- _____

AUDIENCE:

- Launch to Elite
- Train to Silver
- Lead to Gold
- Multiply to Diamond
- Influence to Blue Diamond
- Invite
- Present
- Enroll
- Support
- _____
- _____

4 How | LOGISTICS

STRUCTURE:

- Weekly call / Q&A
- Monthly call / training
- Team page
- Video call
- Live event

REQUIREMENTS/INCENTIVES:

5 Share | REVEAL PROMOTE

Campaign name: _____

Reveal & promotion: _____

How to share/invite: _____

Key people to personally invite: _____

Strategy: _____
