

Practice Activity

Create a Priming Memory Plan



Objective:

Create a Priming Memory plan using Spheres of Influence and Engagement.

Instructions:



Identify your target audience



Plan regular touchpoints



Develop personalized content



Utilize your Sphere of Influence and Engagement

Your Priming Memory Plan

Follow the instructions provided below to create your Priming Memory plan.

Step 1: Identify your target audience

Who are your key prospects? List at least three prospects or Ideal Customer Profiles (ICPs).

Prospect 1:

Not more than 300 characters

Prospect 2:

Not more than 300 characters

Prospect 3:

Not more than 300 characters

Step 2: Plan regular touchpoints

Determine the frequency and type of touchpoints for each prospect (e.g., weekly emails, bi-weekly social media interactions, monthly phone calls).

Prospect 1

Prospect Name:

Not more than 300 characters

Frequency:

Not more than 300 characters

Type of Touchpoint:

Not more than 300 characters

Prospect 2

Prospect Name:

Not more than 300 characters

Frequency:

Not more than 300 characters

Type of Touchpoint:

Not more than 300 characters

Prospect 3

Prospect Name:

Not more than 300 characters

Frequency:

Not more than 300 characters

Type of Touchpoint:

Not more than 300 characters

Step 3: Develop personalized content

For each prospect, identify at least two pieces of personalized content you can share (e.g., blog posts, articles, free reports).

Prospect 1

Prospect Name:

Not more than 300 characters

Content Piece 1:

Not more than 300 characters

Content Piece 2:

Not more than 300 characters

Prospect 2

Prospect Name:

Not more than 300 characters

Content Piece 1:

Not more than 300 characters

Content Piece 2:

Not more than 300 characters

Prospect 3

Prospect Name:

Not more than 300 characters

Content Piece 1:

Not more than 300 characters

Content Piece 2:

Not more than 300 characters

Step 4: Utilize your Sphere of Influence and Engagement

Identify two channels from your Sphere of Influence and Engagement to use for each prospect (e.g., Social media posts, local business groups, professional associations).

Prospect 1

Prospect Name:

Not more than 300 characters

Channel 1:

Not more than 300 characters

Channel 2:

Not more than 300 characters

Prospect 2

Prospect Name:

Not more than 300 characters

Content Piece 1:

Not more than 300 characters

Content Piece 2:

Not more than 300 characters

Prospect 3

Prospect Name:

Not more than 300 characters

Content Piece 1:

Not more than 300 characters

Content Piece 2:

Not more than 300 characters

When you're ready, return to the e-learning course to continue your learning journey.