

## Marketing Planning Worksheet

How much profit do you want to make each month from coaching above the cost of doing business?

A \_\_\_\_\_

How much will it cost each month to do all the things you must do to maintain and grow your business?

B \_\_\_\_\_

Add lines "A" and "B" to determine how much you need to make each month (Gross Profit).

C \_\_\_\_\_

What is your monthly fee per client for coaching?

D \_\_\_\_\_

How many clients will you need to make line "C"?

E \_\_\_\_\_

How many sample sessions do you need a month to obtain line "E?" (Hint: At first, figure four sample sessions to get one client.)

F \_\_\_\_\_

What actions do you need to take to obtain "F?" (*add pages as needed for actions*)

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_

6. \_\_\_\_\_  
\_\_\_\_\_

***ETC...***