

**OBJECTIVE:** GET AT LEAST ONE PERSON/DAY TO FILL IN THEIR CONTACT INFORMATION ON YOUR LANDING PAGE

**Marketing Calendar Example**

Date: \_\_\_\_\_

Tactic	Cost	Action	Result
Warm Market Wizard	\$0	Invite 6 people that I know to view my marketing site	Grade A Invited 40 people; 5 interested; 1 sign up
Handing Out Business Cards	\$40	I will invite 5 new people a day to fill in their contact information on one of my Zfreedom landing pages so that they can view the presentation. On the back of my business card I will have a teaser line that entices them to go to my website.	Grade A Handed out to 150 people; 5 interested; 2 sign ups
MySpace/FaceBook Advertising	\$0	Put my link on MySpace or Facebook. Invite 3-5 new friends a day. Send them a comment with my link.	Grade B 100 new friends. 3 interested; no sign ups yet
Carry Big Bottle Of Zrii Around Every Where I go	\$0	I will commit to always having a big bottle of Zrii in my hands. Whether at work, at the gym, at a restaurant, etc.- I will be carrying my Zrii bottle	Grade A 10 people asked me about Zrii; 7 went to my site; 1 sign up
Handing Out Mini Bottles With Sticker Labels on Them	\$135	I will choose 6 new people a month to give 5 mini bottles too. I will get their commitment that they will visit my website.	Grade A- Handed out to 6 people; 3 interested; 2 sign ups
Giving Out The Success From Home Magazine	\$50	Bought 10 magazines. Put them in health centers, yoga studios, barber shops, etc. Put my sticker label on them	Grade A 8 phone calls; 3 interested; 1 sign up
Conference calls	\$0	I will be on the Zfreedom conference calls. I will get my team on them as well	Grade A Sally and Robert in my downline learned something new and both signed someone up

Home Meetings	\$50	I will invite 5 people to my home to watch the Zrii DVD and taste the product. I will give them each a magazine.	Grade C 1 really interested; no sign ups
Post flyers on bulletin boards	\$100	I will spend 3 hours every other Saturday posting flyers on bulletin boards in my community	Grade A 4 interested; one sign up
Car Decal/Ad	\$100	Put Ad on car window that says, "Tired Of Living Pay Check To Pay Check? Earn Thousands More." Website/phone number	Grade A 3 calls; 10 new visitors; 1 sign up

**Please note: This is provided as an EXAMPLE only. You can use it as a template but your results may vary.**