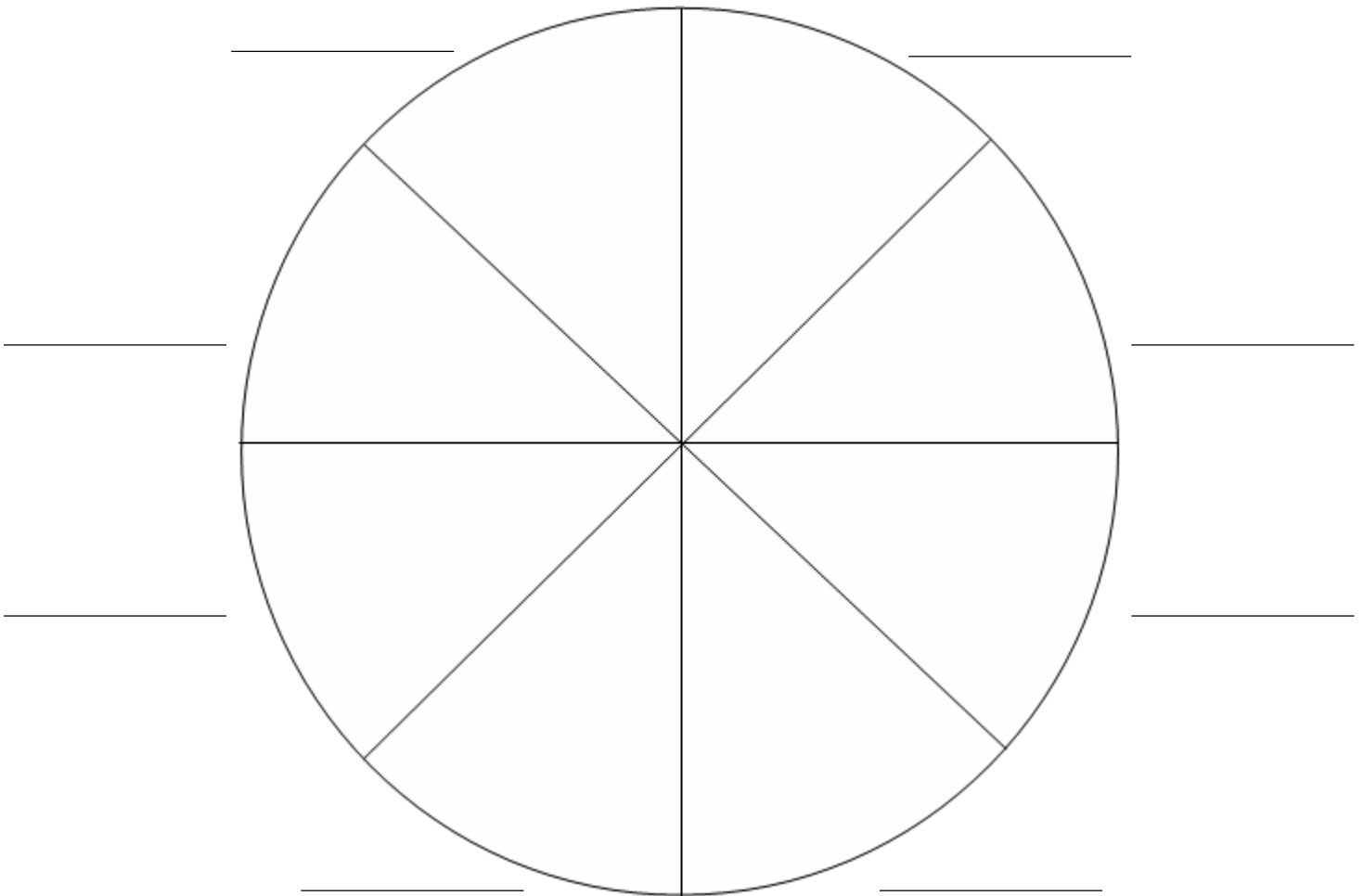




Your Marketing Wheel

Step 1: Label your top 8 areas of marketing. (An example can be found at the end of this exercise.)

(Company Name)



Step 2: Rank yourself (0 to 10) in each area. 0 is at the center of the wheel and 10 is the outer edge. (Note: 10 = as good as it could possibly get.)

Step 3: Pick one area of your wheel to focus on for the next 7 days _____.

About this area, ask yourself, “What would my 10 out of 10 look like?” This is your definition of true success in this area of marketing. Be as detailed as possible.

What does your 10 out of 10 look like?

Step 4: What is one thing you can do to move your current ranking up just one number?

Although you are ultimately aiming at the 10 out of 10, back up and deal with where you currently are. If you are at a 6, what will get you to a 7? If you are at a 4, what will get you to a 5?

What is your current ranking in this area of your wheel? _____

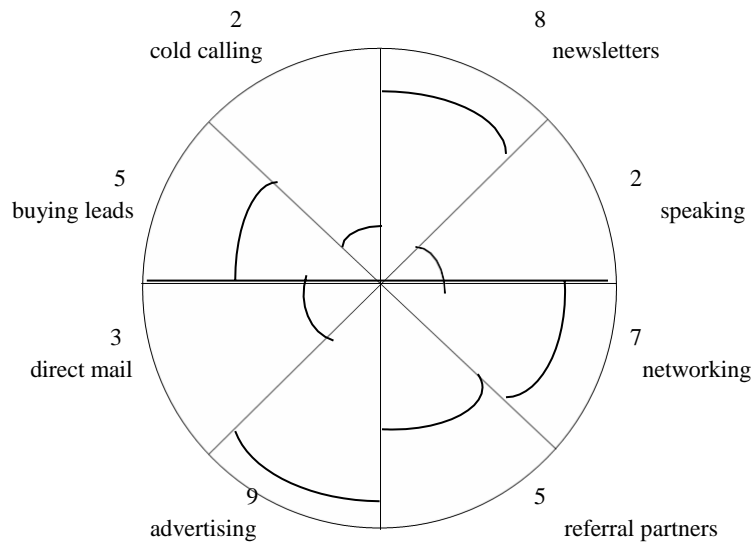
What is one step you can take in the next 7 days that will move you ahead by one number in this area?

Step 5: When will you review your progress on this step? _____
(Be sure to put this date in your calendar now.)

Who will hold you accountable? _____
(Be sure to find an accountability partner, group or coach to ensure your follow-through.)

Step 6: In 7 days, return to your wheel and take on a different area. Go through this process again using that area of focus and continue seeing progress in your marketing!

EXAMPLE:



About McLean International

McLean International was founded by Linda McLean and is comprised of a talented, multifaceted team of experts that works not only with real estate agents and brokers, but with CEOs, professionals, business owners and entrepreneurs from a wide range of industries.

We help our clients, people like you, get unstuck, re-focused, and moving forward again toward YOUR chosen goals. Directly, efficiently, and quickly. (And if you need help defining and setting those goals, we can help with that, too.)

Running a business doesn't have to be difficult, or complicated, or stressful – no matter what you may have experienced before now. On the contrary... success in ANY business can be downright simple – when you have the right *people* and the right *systems* in place, the best tools at hand, and the most helpful coach at your side.

Whether you're a first-time entrepreneur or an established business owner, our diverse experience and proven processes can help you reach any goal faster and easier than you ever thought possible.

