



Simple Marketing Plan Template

Name of Clinic: _____ Full name: _____
 Profession: _____ Years in Business: _____

Marketing Evaluation

Read and score your business on each statement from 0-10	Score 0-10	Areas that need Help the Most
1- I have written business goals that are clear, achievable.		
2- I know exactly who my target market is, and I know the details about them		
3- I create irresistible offers to my market based on their needs and wants. I make them offers they cannot refuse!		
4- I have a lead generation system that brings in new clients on regular basis.		
5- My lead conversion process is mapped out and clear. I do not have to reinvent the wheel every time.		
6- I have processes and systems in place to keep my clients, have them buy more and refer their network to me.		
7- I have a monthly meeting with someone (including myself!) where we discuss business & marketing initiatives and work on growing my practice.		

To learn more about this program and how it can help your Medical Practice grow,

Book your Free Discovery call at www.persyo.com/apply



SIMPLE MARKETING FORMULA

➤ *My numbers for the PAST 12 months:*

Sales: \$ _____

of patients: _____

Average \$ value per patient (= sales last year/# of patients): \$ _____

of Staff: _____

How many days/weeks were you on Vacation last year? _____

➤ *My Goals for the NEXT 12 months:*

Sales: \$ _____

of patients: _____

Average \$ value per patient (= sales goal /# of patients): \$ _____

of Staff: _____

How many days/weeks were you on Vacation this year? _____



I specialize in:

My target market (Niche Market or Avatar)

Demographic

- Age
- Gender
- Location
- Income
- Education
- Marital or family status
- Ethnic background
- Job

Psychographics

- Personality
- Attitudes
- Values
- Interests/hobbies
- Likes
- Dislikes
- Lifestyles
- Behavior



SIMPLE MARKETING FORMULA

Next: List the top Marketing strategies for your company

Lead Generation strategies

1. –
2. –
3. –

Lead Conversion strategies

1. –
2. –
3. –

Current conversion rate:

Conversion rate in 12 month:

Client Retention Strategies

1. –
2. _
3. _

Current Client Retention rate:

Client Retention rate goal for the 12 months:

If you run into any issues during this process feel free to give me a call and I'd be happy to help.

To schedule your FREE Coaching Session with Mostafa visit www.persyo.com/apply

To your Massive success

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