



## Create Your 2026 Midyear Sales and Marketing Plan Class 2 of 2

Welcome to the 2026 Midyear Plan Class!

My name is Eric Lofholm, and I will be your instructor for the next 2 sessions.

I have guided thousands of students through this planning process every year since 2003! I am excited to be here. I am committed to doing my part and providing you the training, encouragement, and inspiration for you to successfully complete your plan.

Your first golden nugget is clarity! The clearer you are the more likely you are to manifest a result.

The purpose of this class is for you to create a written plan for the next 6 months for your business or your sales.

Email me right now:

Subject Line:

[eric@ericlofholm.com](mailto:eric@ericlofholm.com)

I commit

I commit to complete my 2026 midyear plan by June 30.

Once your plan is completed you can email it to me for a letter grade of A.

Coaching session for anyone who has not had a coaching session in the last 90 days - <https://planningclass.com/free-consult> Note: if you are a coaching client, we can go over your plan on a future coaching session.

Here are the dates for classes.

- Tuesday, June 9 at 10 am pacific
- Thursday, June 11 at 10 am pacific

The recordings will be available at <http://hubpagereplay.com/>

The 2026 Midyear Planning Class Series is open to the public. You can invite anyone. Here's the link to register: <http://planningclass.com/>



Coaching Program Preview Friday, June 12 at 10 am pacific – Get 10 Clients in 90 days  
Guaranteed - <https://events.ericlofholm.com/coach-with-eric>

AI Goal Setting Coach - <https://chatgpt.com/g/g-6a27455c17b48191b692defb587ec69c-2026-6-month-goal-setting-coach>

Helene Weiner, Chris Egan, and David Soloman submitted their 6-month plans and received an A for completing her plan and emailing it to me!

### **Dr. Moine's LinkedIn story**

<https://www.linkedin.com/in/drdonaldmoine/>

For me it is YouTube

Long Term Strategic Planning Video

Relationship Video

Email me or text me to request it – Eric Lofholm Cell – 916 626 1945 or [eric@ericlofholm.com](mailto:eric@ericlofholm.com)

What is a skillset you want to improve over the next 6 months?

You have 2 minutes to do this exercise.

### **Make the plan simple**

Here was my initial plan to build an international training company:

- Give 1 talk per day
- 5 per week
- 20 per month
- 240 per year
- Do this from 1999 until 2040 or so

25 prospecting touches per day, 5 days per week

Plan my day in writing 5 days per week

Attend church weekly, read bible for 5-10 minutes per day

Write down a simple plan to achieve one of your goals for the 2<sup>nd</sup> half of 2026. You have 4 minutes

**Build social media into your plan**

Social media connections can be leads

1 post per day

Add 5 friends per day

1 Live per week

Spend 1/3 of your social media time liking and commenting on other people's posts

Level 10 Exercise

Jen'el – Create a New Story

What is your new story?

You have 5 minutes to create a new story

Tony Robbins Fiji Story