

Income from Activity Plans

I'll start by saying I got the idea from a fantastic book called [Ready, Set, Sell](#) by Don Mastrangelo, which is actually a book for sales people.

Don trains sales people who are brand new to selling.

He developed a method to translate your lifestyle goals into sales goals. And from sales goals into a specific activity plan. Here is why this will help you:

1. Without it, you'll lack the motivation to follow through
2. You won't have urgency for what you want to accomplish in a month
3. You'll bounce from thing to thing without any real plan



What Don found was that most sales people just had a goal of "make cold calls and get sales." They didn't have any real big picture. He developed a formula that said for every 100 contacts with potential decision makers, he'd get 4 hot leads and 16 warm ones. The hot leads should buy within 30 days. The warm leads go into follow up.

With this knowledge, a sales rep realizes it's a numbers game and doesn't get so discouraged by no's. He also found that only about 20% of sales reps would stick to their activity plan. Then they'd wonder why "it wasn't working for them." When he checked their numbers, he found out it wasn't the system, it was simply that their activity level wasn't on target.

To translate this into Internet Marketing requires some tweaks.

1. Translate Lifestyle Objectives into Monthly Money Requirements

Example: You want to take a vacation with your family this year that will cost \$5,000. Divide \$5,000 by 12 months and you get \$416. Call it \$400 a month.

Let's say you have a \$7,000 balance on a credit card you need to eliminate.

$\$7,000 / 12 = \583 per month

You want to buy a widget that costs \$1500. Divide $\$1,500 / 12 = \125 / month

Just as an example here are some numbers. You obviously need to plug in YOUR numbers and translate them to monthly requirements.

- House payment: \$1800 / month
- Food: \$500
- Car: \$500
- Vacation: \$400
- Pay off debt: \$600
- Insurance: 200
- Health insurance: \$300
- Buy new laptop: 166 / month

Right there we have \$3,516 but the list isn't complete. Let's say you total up your lifestyle objectives and they come to \$8,000 / month. Yours may be less or more.

2. Translate your monthly money requirements into...

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