



**HERE IS A CHALLENGE...**

From the Empire State Building drive to the corner of Hollywood & Vine in Los Angeles ...you will get to either the 90210 zip code or, **GET WET**

**The MAP ...Marketing Action Plan**

The message here is that if you do not have a MAP merely driving west and achieving your objective has a better chance of ending up in the Pacific Ocean! Sales are no different.



**THE AE, ATTITUDE & ENERGY ...A "MAP CHECKLIST"**

Success begins with self-evaluation. Do you have a clear view of not just tomorrow but the day after, and the weeks and months to come? Have you taken the time to put your goals and objectives in writing? If you do not have a direction going any direction is OK, plus how will you know if you get where you want to be. No goals, no direction, nowhere to go.

**NO ONE PLANS TO FAIL... SELF-EVALUATION IS THE FIRST STEP TO SUCCESS**

- Am I enthusiastic?
- Am I energetic?
- Do I exhibit initiative?
- Am I a self-disciplined person?
- Do I have confidence?
- Am I tactful, or gruff?
- Am I prone to a poor attitude?
- Do I enjoy my job?
- Do I clear goals for my business life?
- DO I understand my station/cluster so well that I not only know what we are, but also how we are different?

**THE BIG KILLER ...ASSUMPTION**

To assume is a willingness to unquestionably accept whatever comes. Assumption is a blind, and lazy, approach to seeking reliable answers. As a result, have you ever fallen in the abyss of:

- How can I sell in a declining economy?
- We are expensive.
- Do my prospects truly need what I am offering?
- Am I willing to work as hard as it takes?
- Am I a clock-watcher, in at 8 and out at 5?
- It is impossible to call on enough people each week.
- I will never make enough money.
- I cannot possibly be as good as ???

**GOAL SETTING ACTIONPLAN FOUNDATION**

- What do I need to do to be the #1 cluster AE?
- How can I improve my prospecting skills?
- What can I change to turn prospects into clients?

- What do I need to do to enhance my presentation skills?
- How can I increase my “thinking out of the box?”
- How can I expand my creativity?
- How can I grow my networking?

**MEASURABLE RESULTS**

With the hope that you have not given simple one-word answers with no real self-evaluation involved, what five objectives do you need to focus on to accomplish your goals and objectives?

- What is the target date to accomplish each, and WHY
- What will be my measure of success for each, and WHY

**ESTABLISH A TIMETABLE**

Just as you need a “MAP” to identify the route to your success, a timetable is needed to evaluate your accomplishments.

- I will reconsider my ActionPLAN on:

**A WINNER’S CREED**

Confidence and determination come from knowing what you want to achieve. Success will be directly proportional to the degree of importance and time you commit to “...**working on yourself, not just packages and price!**”

*James R. Glass*  
**GLASS MEDIA**



**Success Comes From...**  
**The Courage to Create**  
**The Confidence to Commit**  
**The Cooperation to Complete**  
j-GLASS

Jim Glass Specializes in News, Talk, Sports, Strategic Planning, and Revenue Development for M<sup>C</sup>VAY MEDIA, [www.mcvaymedia.com](http://www.mcvaymedia.com)