



Training Notes: “War Room” 7 Essentials

1. **S - Specific**

M - Measurable

A – Achievable

R - Realistic

T - Timely

2. **12 Month Marketing Calendar**

MUSTS

Smorgasbord



3. Team & Objectives

Clinic

Each Individual

4. Project Board

Projects – Vertical

Names – Horizontal

Color Code

5. Schedule To Goal

NP

PV/Week

Collections

Conversions



6. MMAC + ROI

7. Vision Board

