

Paul Castain's How To Create An “1 1:30 Plan”



First things first . . .

What the heck is an “1 1:30 Plan”?

An “1 1:30 Plan” is an activity plan to help you **GROW** your sales.

Each one of those numbers stands for something.

The first “1” stands for your daily activity

The second “1” stands for your weekly activity

The “30” stands for your monthly activity

But before you create your plan, you really need to consider **ALL** your options with regard to getting the attention, of your potential clients.

That’s why you need to complete the exercise on the next two pages.

It’s designed to give you at least **33** ways to approach a potential client.

So hopefully you've taken the time to do the exercise, because if you did, you now have quite a few more options than you did before.

Now it's time to create your "1 1:30 Plan"

Carve out some quiet thinking time and complete the Daily, Weekly and Monthly activity exercise on the following pages.

One More Thing About Your “1 1:30 Plan”

Set an alert on your phone to go off at 1 1:30 each day and label the alarm . . .

“Am I working my 1 1:30 Plan today?”

And if by chance you aren't, 1 1:30 is much better than 4:59 to get back on track!

Congrats!

You now have

More options than you did before and . . .

**More ways to keep it interesting for your
potential clients and . . .**

A system to help you do it more consistently

Would You Like 25 More Ideas?

[Click HERE](#)

