

# How to Optimize Your Marketing Efforts

## Mindfulness Worksheet

Date / Time:

So far today, have you brought kind awareness to your:

☐

Thoughts?

☐

Heart?

☐

Body?

☐

None

*To begin this Meditation on Optimizing Your Marketing Efforts, please bring kind awareness to*

- why you chose this topic
- how your belly, chest, and head each feel when you reflect on this topic
- the emotions that you can associate with these visceral feelings
- the positive or negative impact of any stories you believe in regarding this topic
- the fact that many others are feeling similarly about this topic as you
- how you might feel with increased awareness around this topic
- when you can apply increased mindfulness to this topic in your day-to-day life



1. Write down the names of all potential lead-producing relationships. Keep the list updated. Add people as necessary and subtract when complete with them.

2. Prioritize the list.

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3. Using a monthly calendar, list all the appointments, meetings, calls, etc. you have set up for work. Then add your exercise times, dates with your spouse and/or friends, study time, etc., that you have set up or want to reserve in your private life.



4. Then ask yourself, “How much time do I have for marketing appointments this month?” and “When do I have it?” Schedule the time in and start calling the people according to priority. Keep calling until you have filled up all of your slots.

5. Remember to schedule time to make the calls, travel time, preparation time, etc.

6. Schedule as many months ahead as you want, as long as you adhere to the procedure.

7. How will you take what you learned from this forward into your life?

*Thank you for your mindfulness practice.*