

Performance Sales Scale

	Bad -----> Good									
#1 Sales	1	2	3	4	5	6	7	8	9	10
#2 Marketing	1	2	3	4	5	6	7	8	9	10
#3 Follow Up	1	2	3	4	5	6	7	8	9	10
#4 Staying Front of Mind	1	2	3	4	5	6	7	8	9	10
#5 Getting Gigs (free and paid)	1	2	3	4	5	6	7	8	9	10
#6 Getting Asking Price	1	2	3	4	5	6	7	8	9	10

Total Score:

#1 Sales

- Go for no

#2 Marketing

- Coaching
- Shameless self promotion
- 3 options (titles and/or messages)

#3 Follow Up

- CRM
- Contact, emails, phone numbers

#4 Staying Front of Mind

- Social Media Strategy
- Public Events

#5 Getting gigs (free and paid)

- Agent Myth

#6 Getting Asking Price

- Trade offers
- Sponsorships

Scoring

40-50

Killing it!

30-40

Great job!

20-30

Hanging in there

10-20

Lots of work ahead

0-10

Oh boy...