ID	ℹ	Task Name	Duration	tember
				T | W | T | F
1		**High-level plan of action**	**8 days?**	
2		Conduct initial internal assessment (current product, systems, capabilities)	0.5 days	
3		**Deliverables**	**3 days?**	
4		Org Chart - who does what?	1 day?	
5		Existing business/marketing plans, budgets	1 day?	
6		Passwords into existing portal, software, etc.	1 day?	
7		Create detailed plan of action, time, dates	4 days	
8		Meet with team to review deliverables, timelines, delegation	0.25 days	
9		Meet to collaborate and divide strategic marketing work	0.25 days	
10		**Initial Internal Assessment - Sequence**	**8.1 days?**	
11		**Operational**	**1 day?**	
12		HR - Intern	1 day?	
13		Org Chart w/trip wires	1 day?	
14		Budgets	1 day?	
15		**Product**	**1.35 days?**	
16		Positioning & Articulation	1 day?	
17		Competitive matrix, alternatives, business case	0.25 days	
18		Product Definition	1 day?	
19		Product Naming	1 day?	
20		Company Naming	1 day?	
21		Roadmap	1 day?	
22		Logo & Brand identity	0.1 days	
23		Website	1 day?	
24		**Pricing**	**2 days?**	
25		Product & Pricing Dialogs	1 day?	
26		Reseller Margins	1 day?	
27		**Placement**	**2 days?**	
28		Direct	1 day?	
29		Indirect channel	1 day?	
30		Alliances	1 day?	
31		Affiliate program	1 day?	
32		**Promotions**	**6 days?**	
33		Online SEO	1 day?	
34		Blog	1 day?	
35		PR & Online ombudsman	1 day?	

ID	ⓘ	Task Name	Duration	T	W	T	F
36		Direct Response	1 day?				
37		Advertising	1 day?				
38		Events	1 day?				
39		Sales Collateral - compile and file	0.1 days				
40		**Operations**	**11.2 days?**				
41		Budget - review current, establish new budget based on plan, financing & tripwires	1 day				
42		**Org Chart - current and future in phases**	**1 day?**				
43		**Hire Intern(s) if applicable**	**1 day?**				
44		Go to chanimal.com/html/marketing_intern.html - job description	1 day?				
45		Review existing policies, processes	0.1 days				
46		Solidify objectives	1 day?				
47		**Management Training**	**1 day?**				
48		**Review Chanimal Management Styles Presentation**	**1 day?**				
49		Situational Leadership	1 day?				
50		Weekly collaboration - Top 5 approach	1 day?				
51		Baseline Goal Setting	1 day?				
52		**CRM Implimentation**	**1 day?**				
53		**Priorities**	**1 day?**				
54		Sales (touch it hundreds of times/day)	1 day?				
55		Marcom (touches it weekly to daily)	1 day?				
56		**Reports (Rest of company)**	**1 day?**				
57		Review 1 Page Management	1 day?				
58		Review "Put out of the Pain"	1 day?				
59		**Determine who gets reports**	**1 day?**				
60		Sales	1 day?				
61		Marcom	1 day?				
62		Product Mgmt	1 day?				
63		Operations - inventory	1 day?				
64		Management roll ups	1 day?				
65		CRM Selection (optimized for sales)	1 day?				
66		**Funding**	**1 day?**				
67		Watch Chanimal video, "How to Finance a High-Tech Start-Up"	1 day?				
68		Create business plan	1 day?				
69		**Evaluation of company**	**1 day?**				
70		Call with John	1 day?				

ID	ℹ	Task Name	Duration	tember			
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71		Review onlin articles about company evaluation approaches	1 day?				
72		Finalize investment amount (enough to cover--not just "barely")	1 day?				
73		Determine payback and exit strategy	1 day?				
74		Create investment PowerPoint	1 day?				
75		Attend investor educational conference (Houston 9/22)	1 day?				
76		Source investor websites and magazines	1 day?				
77		Determine investment type and profile (angel, VC, alliances, public)	1 day?				
78		**Create investor database**	**1 day?**				
79		Source angel investor database (individuals, groups)	1 day?				
80		Source VC investor databases	1 day?				
81		Identify alliance investors	1 day?				
82		Create investor event calendar	1 day?				
83		Create investment package (intro letter, PowerPoint and Business Plan)	1 day?				
84		E-mail to investors	1 day?				
85		Attend and pitch at investor conference	1 day?				
86		**Strategy**	**11.45 days?**				
87		**Marketing Plan (items "unique" to plan not covered below)**	**7.2 days?**				
88		**Situational Analysis**	**2 days?**				
89		Define our current and future space - categorize our space	1 day				
90		**Market Environment**	**2 days?**				
91		Economic conditions, growth, analysis	0.25 days				
92		Social & Political issues	0.25 days				
93		**Competitive Analysis (product/market/mgmt/financing/distribution)**	**2 days?**				
94		Define our exact market space	1 day				
95		Review each major competitor - below in PM	1 day?				
96		**Technological issues**	**0.5 days**				
97		What existing systems do we need to integrate	0.5 days				
98		**Determine market size**	**2 days**				
99		Compile list of top 10/25/100/1000 Prospects	1 day				
100		Determine market segments	1 day				
101		**Organizational Strategy**	**1 day**				
102		Consolidation strategy - review and confirm	0.5 days				
103		**Growth strategy**	**0.4 days**				
104		Market penetration	0.1 days				
105		Product development	0.1 days				

ID	ℹ	Task Name	Duration	tember			
				T	W	T	F
106		Market development	0.1 days				
107		Diversification	0.1 days				
108		Determine growth potential (adoption cycle of market)	0.1 days				
109		**Goals and forecast**	**4.2 days**				
110		Set goals for market share	0.1 days				
111		Establish sales unit forecast	0.5 days				
112		**Initial pricing SWAG - shortcut initial pricing**	**3.1 days**				
113		Review competitor's pricing	1 day				
114		Review like product pricing	1 day				
115		Review current pricing	0.1 days				
116		Review initial build-own cost	0.5 days				
117		Set initial pricing grid for sales forecasting	0.5 days				
118		Establish sales revenue forecast (after pricing is completed)	0.5 days				
119		Initial product and division positioning	0.5 days				
120		Initial naming - use code name, not finalized	0.25 days				
121		Complete draft of plan (includes multiple items below)	3 days				
122		Team meeting to review marketing plan & sign-off/revise	0.5 days				
123		**Product**	**41 days?**				
124		Review current product - learn to install, use & demo	0.5 days				
125		Initial high-end roadmap review - wasn't one	0.5 days				
126		**Product Definition**	**41 days?**				
127		**Review and document fixes to existing product**	**0.1 days**				
128		Bug fixes	0.1 days				
129		Usability fixes	0.1 days				
130		**Competitive Matrix**	**1 day?**				
131		**Homework**	**1 day?**				
132		Review the Chanimal document, "Creating a Competitive Matrix" - some of the steps are below	1 day?				
133		Review competitive matrix samples (chanimal.com/vars/portal/html/Password/competitive_analysis.html)	1 day?				
134		**Determine different types of products/services in your category**	**1 day?**				
135		Check industry analyst for market segments (www.gartner.com and others)	1 day?				
136		**Identify the major players and top five primary competitors**	**1 day?**				
137		Check analyst reports (above)	1 day?				
138		Check with sales (who do they run into the most)	1 day?				
139		**Look for existing competitive matrix (secondary research FIRST)**	**1 day?**				
140		Google for (your product category), then the words: competition, competitiors, reviews, compare, etc.	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
141		**Look for competitive matrix websites for your product (samples below)**	**1 day?**				
142		www.capterra.com	1 day?				
143		www.projectmanagementsoftware.com	1 day?				
144		www.web-based-software.com	1 day?				
145		www.affiliatetips.com	1 day?				
146		Search for multiple sites (some have on-the-fly competitive matrix generation tools)	1 day?				
147		**Create own matrix**	**1 day?**				
148		Review Chanimal sample competitive matrix	1 day?				
149		Create spreadsheet with separate tabs for each competitor (to store info), an internal and public worksheet	1 day?				
150		Compile all competitors info into this ONE spreadsheet	1 day?				
151		Create internal matrix to start (includes YES and NO areas)	1 day?				
152		Identify major feature categories that you see the market/competition using (I.e,, Pricing, Feature Category, Features)	1 day?				
153		Map our features to the industry terms whenever possible (rather than list ours and map them to us (we may not be standar	1 day?				
154		List the features on the left (down the worksheet), list us first, then the closest competitors outward	1 day?				
155		Divide the competitors by sub category if possible (desktop, SaaS based, etc.) - this helps segment	1 day?				
156		If you find features from competitors we don't have, then add it anyway (need to see strong and weak)	1 day?				
157		Complete our section first. Use YES or NO. Do NOT add comments	1 day?				
158		If you have to clarify, then create a sub-feature and list the area, then YES/NO by competitor	1 day?				
159		**Finding competitor's information**	**1 day?**				
160		List competitors product (along with version (date if a SaaS product))	1 day?				
161		Website - 1st source	1 day?				
162		Existing matrix from prior searches	1 day?				
163		Google the competitors product name and the feature (will show website, forum, blogs, support, manual, etc.)	1 day?				
164		Go feature by feature in your search	1 day?				
165		Google competitors product name along with "features, guide, manual, datasheet" etc. You may hit the motherload	1 day?				
166		Go to their "live chat" and ask specific "pre-sales" questions	1 day?				
167		**Call the company.**	**1 day?**				
168		Persona: You are an intern working for an industry consultant and are compiling information (all true)	1 day?				
169		Start with sales, then support, etc.	1 day?				
170		Call their resellers and ask for similar information	1 day?				
171		Look for any publications, white papers of books (even in bookstore)	1 day?				
172		If books, either check out of library, buy and return, or get a budget to buy and keep	1 day?				
173		Rename your spreadsheet ver1, 2, etc. when you route	1 day?				
174		Send to Chanimal to review progress and get tips along the way	1 day?				
175		Setup "conditional formating" all YES is blue and all NO is red	1 day?				

ID	ⓘ	Task Name	Duration	tember T	W	T	F
176		Review semi-final versions with the team	1 day?				
177		Have someone from company review for accuracy	1 day?				
178		**Positioning - determining key areas to use to determine our positioning**	**1 day?**				
179		Hide, don't delete, any cells that are not important or too common	1 day?				
180		Meet as a team and highlight in red the text for specific features that really set us apart	1 day?				
181		Identify 3-5 categories that are the main reasons to consider us	1 day?				
182		**Public Version**	**1 day?**				
183		Copy the Internal document and name the copy "Public"	1 day?				
184		Hide select fields where we are NO and in red	1 day?				
185		Clean up any formating	1 day?				
186		You now have the internal and the public versions (can be distributed)	1 day?				
187		If you distribute, only use public version, never send the entire worksheet (make a PDF of just the public section)	1 day?				
188		**Evaluate potential alliances we have to work with (product/marketing)**	**1 day?**				
189		Includes integration needs, complementary add-ons, similar accounts	1 day?				
190		Define and categorize features	1 day				
191		Compile, review and prioritize all A, B, C features	4 days				
192		Internal review of A, B, and C (release 1,2,3) features	0.5 days				
193	▦	Update feature descriptions so we can review them w/prospects	0.5 days				
194	▦	Export feature list to proper format	0.1 days				
195	▦	Setup meeting with Prospect - establishes dates	0.25 days				
196		**Determine product development dates**	**39 days**				
197		**High-level estimated time frame for EACH feature**	**2 days**				
198	▦	Architecture definition - while reviewing features	2 days				
199		Review times & make feature adjustments - as needed	0.25 days				
200		Formal sign-off on architecture	0.1 days				
201	▦	Complete believable schedule (dates for benchmarking test code, beta, gold master)	5 days				
202		**Prospect Pre meeting (build presentation, roadmap slides)**	**1 day?**				
203		Create PowerPoint Roadmap	0.25 days				
204		**Create questions and agenda - Prospect first, then us**	**1 day?**				
205		Determine future platform direction (New CIO)	1 day?				
206		Review his objectives	1 day?				
207		Review concerns	1 day?				
208		Review our potential roadmap (Product, HAS)	1 day?				
209		Get hi-level and detailed feedback on product, relationship	1 day?				
210		Summarize w/action list	1 day?				

ID	ⓘ	Task Name	Duration	September T	W	T	F
211		Create presentation	0.5 days				
212		Internal review	0.2 days				
213		**Contact Top 50 prospects**	**1 day?**				
214		Develop questions to ask	1 day?				
215		Start calling prospect (Intern most, each of us 5 apiece (for exposure))	0.17 days?				
216		Create matrix of each prospect	1 day?				
217		Compile their RFP's	1 day?				
218		Assess market opportunity - % we can penetrate	1 day?				
219		Review & compare RFP's to our feature list	1 day?				
220		**Feature Pre-Sale, Priority & Validation Stage**	**5 days**				
221		Setup meetings	1 day				
222		Create feature list & questions	1 day				
223		Conduct meetings	5 days				
224		Meeting de-briefings and feature review	0.5 days				
225		Prospect Meeting	1 day				
226		**MRD - Market Requirements Document (cover each point)**	**1 day?**				
227		Include functional capabilities and "use case" scenarios	1 day?				
228		Include usability requirements	1 day?				
229		Include performance capacity, speed, concurrency	1 day?				
230		Include interface/integration requirements w/3rd party hardware and software	1 day?				
231		Prioritize with a phased roadmap	1 day?				
232		Finalize & sign-off on product features, dates and start development "D" Day	0.5 days				
233		**New product research (get the direction, narrow it, execute)**	**2 days?**				
234		Review input (internal staff/engineers, customer, prospects, analyst/consultants, publications)	0.5 days				
235		**Secondary Research**	**2 days**				
236		Secure and analyze any and all product categoy reviews	2 days				
237		Summarize features, review process, good/bad analysis, recommendations	2 days				
238		**Primary Research (Qualitative and Quantitative)**	**1 day?**				
239		**Competitive product dissection, matrix (install, usability, functions, performance,**	**1 day?**				
240		Installation	1 day?				
241		Usability (keystroke count, conforms to standards, feature location)	1 day?				
242		Functions	1 day?				
243		Performance (capacity, speed, concurrency, timings)	1 day?				
244		Architecture (platform, language)	1 day?				
245		Interface (3rd party integration, expandability)	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
246		Compile and summarize matrix and detailed descriptions	1 day?				
247		**Internal Engineering/Support/QA/Sales Analysis**	**1 day?**				
248		Schedule internal roundtable - discuss problems, resolution, ideas	1 day?				
249		Create questions, scenarios	1 day?				
250		Meeting	1 day?				
251		Summary/Minutes	1 day?				
252		**Current Customer Analysis**	**1 day?**				
253		Compile and review any existing internal enhancement requests	1 day?				
254		**Roundtable (physical, phone, or webinar)**	**1 day?**				
255		Setup Meetings) (Manager/Installer/User)	1 day?				
256		Determine questions (installation, usability, features, performance, compatibility)	1 day?				
257		Advance survey to attendees	1 day?				
258		Meetings)/calls	1 day?				
259		Summary	1 day?				
260		**Usability testing - basic review**	**1 day?**				
261		Determine 4 target users (installer, new, medium, power user)	1 day?				
262		Create usability scenarios for each type	1 day?				
263		Recruit users	1 day?				
264		Usability meeting - observation	1 day?				
265		Usability summary	1 day?				
266		**Prospect Analysis (Guerilla approach whenever possible - speed & expense)**	**1 day?**				
267		Investigate any existing surveys, focus groups via analyst and press	1 day?				
268		Determine approach (focus group, calls, meetings) - Alternatives	1 day?				
269		**Focus groups (3 in different regions (if matters)) - Qualitative**	**1 day?**				
270		**Determine target accounts & individuals to approach**	**1 day?**				
271		By location	1 day?				
272		By size	1 day?				
273		By type	1 day?				
274		By job title	1 day?				
275		Determine locations (trade shows, physical, phone, webinar)	1 day?				
276		Recruit attendees (phone, mail, e-mail, in person)	1 day?				
277		Book locations	1 day?				
278		Determine survey and focus group questions	1 day?				
279		Advance survey to attendees	1 day?				
280		Conduct focus groups	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
281		Summarize meeting findings (re-group between sessions)	1 day?		▦		
282		Individual formal meetings - alternative (same questions w/summary)	1 day?		▦		
283		**Analyst/Consultant Analysis**	**1 day?**		▼		
284		Determine target analysts and consultants to meet with	1 day?		▦		
285		Determine questions	1 day?		▦		
286		Setup phone calls, webinar and/or meetings	1 day?		▦		
287		Conduct meetings	1 day?		▦		
288		Summarize meeting findings	1 day?		▦		
289		**Survey - Quantitative - to determine prevalence**	**1 day?**		▼		
290		**Determine method**	**1 day?**		▼		
291		On-line, e-mail or mail survey	1 day?		▦		
292		Obtain list of target individuals (by location, size, type, job title)	1 day?		▦		
293		Develop survey questions (have reviewed by Mike)	1 day?		▦		
294		Send survey	1 day?		▦		
295		Compile results and summarize/quantify findings	1 day?		▦		
296		Summarize & publish all research findings - qualitatively and quantitatively	1 day?		▦		
297		**Summarize customer business case**	**1 day?**		▼		
298		Identify major problems we need to solve	1 day?		▦		
299		Evaluate which we can solve currently	1 day?		▦		
300		Evaluate future problems to solve - prioritized	1 day?		▦		
301		Quantify our savings in $ and pain	1 day?		▦		
302		**Positioning - Review and finalize**	**1 day?**		▼		
303		**Identify unique value & encapsulate product's competitive positioning**	**1 day?**		▼		
304		Complete competitive analsysis (above)	1 day?		▦		
305		Review Chanimal positioning guidelines & Powerpoint	1 day?		▦		
306		Review sample case study examples	1 day?		▦		
307		View the Chanimal presentation, "How to position your product, de-position your competitors…"	1 day?		▦		
308		Team meeting to review & brainstorm	1 day?		▦		
309		**Company positioning**	**1 day?**		▼		
310		Why positioning (who are you, what is uniue, how do you compare, what do you do)	1 day?		▦		
311		Your elevator speech	1 day?		▦		
312		What promised do our prospects expect from a company like us?	1 day?		▦		
313		What promises can we keep	1 day?		▦		
314		Solidy and wordsmith these	1 day?		▦		
315		**Company/Product Tag Line**	**1 day?**		▼		

ID	ⓘ	Task Name	Duration	tember			
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316		**Types**	**1 day?**				
317		Descriptive (who are you, what does it do)	1 day?				
318		Positioning (#1, most, leader, easiest)	1 day?				
319		Association (an IBM company)	1 day?				
320		Brainstorm	1 day?				
321		Validation (prove it) - 3 validations	1 day?				
322		Solidify and wordsmith	1 day?				
323		Create positioning quadrant (arrange vertices to get top right spot)	1 day?				
324		Solidify	1 day?				
325		Articulate it w/Examples	1 day?				
326		**Persuasive Document**	**1 day?**				
327		Review Chanimal Samples. Persuasive Format: http://chanimal.com/vars/portal/html/Password/demo_scripts.html	1 day?				
328		See sample: http://chanimal.com/html/presentation_skills.html	1 day?				
329		Review example documents (check with Chanimal)	1 day?				
330		**Process**	**1 day?**				
331		Write all headings on paper	1 day?				
332		Work on problem/solution section first	1 day?				
333		Create 3-5 main solutions that SOLVE each of the problems	1 day?				
334		List your supporting features under each solution section	1 day?				
335		Write your features using 1) feature name, 2) description, 3) benefit	1 day?				
336		The complete the other sections	1 day?				
337		**Finalize Build/Buy/Align strategy**	**1 day?**				
338		What holes can we fill with alliances?	1 day?				
339		What holds can we fill with purchases (OEM/Company/Snapshot/Ongoing rights)?	1 day?				
340		MRD - Finalizes what we must build	1 day?				
341		**Name product - finalize**	**1 day?**				
342		Review naming conventions & decide approach	1 day?				
343		Brainstorm for names (meeting convention and approach)	1 day?				
344		Narrow the list and do a basic name search	1 day?				
345		Conduct basic acid test of names with prospects/customers	1 day?				
346		Decide final name candidates, prioritize and do advanced name and trademark search	1 day?				
347		Finalize name - do not publish it to anyone until the press release	1 day?				
348		**Name division/company**	**1 day?**				
349		Review naming conventions & decide approach	1 day?				
350		Brainstorm for names (meeting naming conventions and approach)	1 day?				

ID	ℹ	Task Name	Duration	tember			
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351		Narrow the list and do a basic name search	1 day?				
352		Create a positioning tag line - if needed	1 day?				
353		Conduct basic acid test of names with prospects/customers	1 day?				
354		Decide final name candidates, prioritize and do advanced name and trademark search	1 day?				
355		Finalize name - do not publish it to anyone until the press release	1 day?				
356		**Create division brand identity**	**1 day?**				
357		Review current brand names, logos and messaging	1 day?				
358		Decide how to integrate all division look and feel	1 day?				
359		Review logo conventions and decide approach	1 day?				
360		Hire designer to create and propose options	1 day?				
361		Select logo design, colors and feel	1 day?				
362		Create logo usage guidelines - lock, publish and remain consistent	1 day?				
363		**Packaging**	**1 day?**				
364		Review packaging guidelines with team (everyone with "veto" power	1 day?				
365		Create virtual packaging for non-reseller	1 day?				
366		**Create retail/packaged goods packaging**	**1 day?**				
367		Set time frame for completion (based on routing requirements (ranges from 2 weeks to 6 weeks)	1 day?				
368		Create packaging copy (panel by panel). Use persuasive format.	1 day?				
369		Identify compelling screen shots that highlight "unique" features (use call-outs)	1 day?				
370		Test the product name (see above) - test with reseller buyers (first prospect)	1 day?				
371		Make sure the product name has a positioning/descriptive tag line	1 day?				
372		Create the design element	1 day?				
373		Test the design element (acid test: should pass the "what is it" test)	1 day?				
374		Determine packaging size or sizes (may need two box sizes)	1 day?				
375		Find a packaging template	1 day?				
376		Find a packaging printer (before design--to ensure your design can be manufactured economically)	1 day?				
377		Create the packaging layout design (panel by panel)	1 day?				
378		Ensure it meets all the Chanimal guidelines (watch for "sticker" placement for Frys & Best Buy)	1 day?				
379		Route the design (not too early, so you don't end up with "camps"--start w/veto influencers)	1 day?				
380		Finalize design	1 day?				
381		Print	1 day?				
382		**Pricing**	**1 day?**				
383		Compile competitive pricing	1 day?				
384		Create competitive grid - arrange options for apple to apple comparison	1 day?				
385		Review prospect and customer's expenses - cost for homespun alternative (find pain)	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
386		Review hardware and other cost--not ours, but needed for system (determine pricing relief--other's)	1 day?		▨		
387		Understand the "overall" cost (software, customization, support, maintenance)	1 day?		▨		
388		Review pricing for complimentary "like" products	1 day?		▨		
389		**Pricing Objectives**	**1 day?**	◆	◆		
390		Determine (market share, ROI, sales growth, long-term profit, etc..)	1 day?		▨		
391		**Pricing Strategy**	**1 day?**	◆	◆		
392		Determine strategy (floor, penetration, parity (price taker), premium, cross-benefit, etc.)	1 day?		▨		
393		**Structure (Which products, by account, time & conditions)**	**1 day?**	◆	◆		
394		Price for which products? (Software, Pro Services, Installation, Support, Maintenance)	1 day?		▨		
395		Time and conditions	1 day?		▨		
396		**Levels (volume break points, site license, by product/service/peripherals)**	**1 day?**	◆	◆		
397		New customer price matrix	1 day?		▨		
398		Competitive upgrade price matrix	1 day?		▨		
399		Update price matrix	1 day?		▨		
400		Alliance pricing (to them, plus "add-on" combined bundled pricing)	1 day?		▨		
401		OEM pricing	1 day?		▨		
402		Sample (NFR) pricing	1 day?		▨		
403		Reseller (VAR, System Integrator) discounts	1 day?		▨		
404		International pricing	1 day?		▨		
405		Gratis items (instead of dropping price, what can be "thrown in")	1 day?		▨		
406		Exception policies & examples (forward pricing commitment, competitive bids)	1 day?		▨		
407		**Price sales dialogues**	**1 day?**	◆	◆		
408		Review case studies	1 day?		▨		
409		Price savings build-up	1 day?		▨		
410		Reduce to simple	1 day?		▨		
411		Price versus "cost"	1 day?		▨		
412		**Placement - Sales**	**1925 days?**	◆	◆━━		
413		Start with direct sales, move to indirect with non-house accounts	1 day?		▨		
414		**Direct Sales (see Sales Gantt chart for more details)**	**1 day?**	◆	◆		
415		Recruit "working" sales manager	1 day?		▨		
416		Setup sales compensation, commission and bonus program	1 day?		▨		
417		Recruit appropriate sales people and/or hire rep firm	1 day?		▨		
418		Prepare sales kits (see collateral section)	1 day?		▨		
419		Train sales people (product, market, customer, sales training)	1 day?		▨		
420		Setup field systems (contact management, synchronization)	1 day?		▨		

ID	ℹ	Task Name	Duration	T	W	T	F
421		Create and populate initial field database	1 day?				
422		Setup sales metric system (Chanimal Sales Stats spreadsheet)	1 day?				
423		Setup field sales lead dissemination and follow-up system	1 day?				
424		**Sales Operations**	**1 day?**				
425		Review existing metrics - add or subtract as needed	1 day?				
426		**Determine activity to track (Activity)**	**1 day?**				
427		Calls	1 day?				
428		Contacts	1 day?				
429		Call-Backs	1 day?				
430		Individual Webinars	1 day?				
431		Group Webinars	1 day?				
432		Demos	1 day?				
433		Sales	1 day?				
434		**Determine Ratios to track (Skill)**	**1 day?**				
435		Prospecty Efficiency Ratio (contacts/calls)	1 day?				
436		Call-Back %	1 day?				
437		Contact to Webinar/Demo	1 day?				
438		Demo/Sales ratio	1 day?				
439		Revenue/Sale	1 day?				
440		Other	1 day?				
441		**Sales Systems**	**1 day?**				
442		**Review existing system(s)**	**1 day?**				
443		Sales process (open opportunity, data input, pipeline management, follow-up process)	1 day?				
444		Count keystrokes for common task - optimize	1 day?				
445		Automated responses	1 day?				
446		Automated follow-up	1 day?				
447		Reporting (see GE lead example)	1 day?				
448		**Evaluate if need new system**	**1 day?**				
449		Consider options (desktop/server or SaaS based)	1 day?				
450		Create request for new or existing system	1 day?				
451		Setup database fields, custom fields	1 day?				
452		Setup syncronization (if applicable (field reps))	1 day?				
453		One Page Management - reports (exact information needed - pushed to desktop)	1 day?				
454		Review daily tracking systems (see Chanimal sales worksheet - paper vs electronic)	1 day?				
455		Introduce concepts from "The Game of Work" and explain process to sales team	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
456		**Sales Training**	**1 day?**				
457		Review and feedback on existing sales training and orientation material	1 day?				
458		Review phases (activity, skills, motivation)	1 day?				
459		**Specialized Training**	**1 day?**				
460		Evaluate ratios within a 1 week, then 3 week period for trend	1 day?				
461		Evaluate sales activity within a week, then 3 week period for trend	1 day?				
462		Introduce "Base Line Goal Setting"	1 day?				
463		Introduce PIP (personal improvement plan) and IBM "self correcting" circles	1 day?				
464		Setup a 4 week schedule based on team PIP needs	1 day?				
465		Setup a systematic 60 day training schedule after initial personalized sales training	1 day?				
466		**New Sales Orientation**	**1 day?**				
467		**Product**	**1 day?**				
468		Product demo	1 day?				
469		Market overview	1 day?				
470		Competitive overview	1 day?				
471		Understand product/service positioning	1 day?				
472		Learn the product (follow training manual)	1 day?				
473		Learn product demo script	1 day?				
474		Test on the product and demo routine	1 day?				
475		**Systems & Processes**	**1 day?**				
476		Learn CRM process	1 day?				
477		Learn order fullfillment process	1 day?				
478		Learn pricing and exception policies	1 day?				
479		**Basic Sales Training (http://www.chanimal.com/html/rep_training.html)**	**1 day?**				
480		Steps of the Sale (customize to our product(s))	1 day?				
481		Pre-approach	1 day?				
482		Prospecting	1 day?				
483		The approach	1 day?				
484		Call-backs	1 day?				
485		The setup	1 day?				
486		Presentation skills - persuasive format	1 day?				
487		Personalized Demos	1 day?				
488		Demo mechanics	1 day?				
489		Group presentations (including Webinars)	1 day?				
490		3rd Person Selling	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
491		Pricing Savings Build-Up	1 day?				
492		Closing Techniques	1 day?				
493		Keep it Closed	1 day?				
494		Overcoming Objections	1 day?				
495		Advanced Closing	1 day?				
496		Sales Resources	1 day?				
497		Create basic certification program w/basic testing	1 day?				
498		Create advanced certification program and management/leadership roles	1 day?				
499		**Sales Motivation**	**1 day?**				
500		Ensure competitive comp plan	1 day?				
501		Finalize comp plan bonuses and sign-off	1 day?				
502		Review "Motivating a Sales Team" PowerPoint	1 day?				
503		**Determine motivation bonuses**	**1 day?**				
504		Have everyone come up with carrot list ($25, $50, $100, $250, plus ranges - 3 items per category)	1 day?				
505		**Create standard bonus awards, along with custom bonus awards**	**1 day?**				
506		Trips, products, iPod's, "want" not "need" items	1 day?				
507		Setup promotional periods (year, quarterly, monthly, weekly, daily, special)	1 day?				
508		Review list of possible contest ideas (pie in the eye, tag teams, based on controllables)	1 day?				
509		Determine give-away items for daily/weekly contest (stickers, Top Gun hat, etc.)	1 day?				
510		Consider how to create self-awareness and self-leadership ("Take the Ball and Run with it")	1 day?				
511		**Sales Management Training (1-2 hour PowerPoint, w/role playing)**	**1 day?**				
512		Introduce "Situational Leadership" style	1 day?				
513		Introduce "Emotional Bank Accounts" - converting utility relationships to friendships	1 day?				
514		Review job descriptions and clear expectations	1 day?				
515		Motivation concepts	1 day?				
516		Positive re-enforcement	1 day?				
517		Active, not "arm chair," sale management	1 day?				
518		The Game of Work	1 day?				
519		Baseline Goal Setting	1 day?				
520		Personal Improvement Plans (PIP)	1 day?				
521		Model Calls	1 day?				
522		Coaching Calls	1 day?				
523		**Channel Sales & Marketing Management Training**	**1 day?**				
524		Complete Sales Management material	1 day?				
525		Introduce Channel Marketing & Channel Sales (Chanimal website content)	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
526		Test on Channel concepts	1 day?				
527		Review roles of channel sales and channel marketing	1 day?				
528		Review Channel Portal Orientation video (chanimal sample)	1 day?				
529		Review and Test on Portal content	1 day?				
530		Review Reseller Recruiting approaches	1 day?				
531		Review "Reseller Recommendation Rate" (read Chanimal/Softletter article)	1 day?				
532		**Orientation (acceptance letter, Portal / Program overview, Product Demo, 1st Sale)**	**1 day?**				
533		Review recommended timelines	1 day?				
534		Acceptance e-mail and phone call	1 day?				
535		Portal & Program overview	1 day?				
536		Product Demo	1 day?				
537		Dissemination of Sales Material / Pricing (how to order)	1 day?				
538		Invitation to Webinars	1 day?				
539		Assistance with regional Plan of Action (see samples)	1 day?				
540		Help w/First Sale	1 day?				
541		Congratulations e-mail	1 day?				
542		Help w/Second Sale	1 day?				
543		Tracking systems (for sales management follow-up)	1 day?				
544		Ongoing Sales Management	1 day?				
545		Channel Motivation (contest, feedback)	1 day?				
546		Monthly or "news" newsletter	1 day?				
547		Annual Partner Conference	1 day?				
548		**Indirect sales**	**1925 days?**				
549		**Retail Program**	**1 day?**				
550		**Define Program**	**1 day?**				
551		**Create retail kit**	**1 day?**				
552		Product Packaging (see Packaging in Product section)	1 day?				
553		Folder	1 day?				
554		introductory Letter	1 day?				
555		Sell-In Special Offer (flyer)	1 day?				
556		Product slick	1 day?				
557		Sell Sheet (see collateral for elements)	1 day?				
558		PowerPoint	1 day?				
559		Product Reviews	1 day?				
560		Point of Purchase samples	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
561		Sample Product (boxed software) or download key	1 day?				
562		Demo CD or Video	1 day?				
563		Give-away Items	1 day?				
564		Determine MDF/Co-op budget for store promotions, rebates, training	1 day?				
565		**Create Distribution kit**	**1 day?**				
566		Same as above, different letter, distribution special	1 day?				
567		**Recruit Retail Accounts (Sell-in)**	**1 day?**				
568		**Determine if will use a wholesale distributor**	**1 day?**				
569		View list of distributors at Chanimal.com	1 day?				
570		Determine if will go direct or through an aggregator (rep firm or larger aggregator)	1 day?				
571		Select appropriate distributor targets	1 day?				
572		Review agreements	1 day?				
573		Meeting (phone or person)	1 day?				
574		Sign agreement	1 day?				
575		**Determine if will do sell-in yourself or use a rep firm**	**1 day?**				
576		**Rep Firm**	**1 day?**				
577		See chanimal.com/html/rep_firms.html for list of well-known rep firms	1 day?				
578		Interview each firm	1 day?				
579		Call reference accounts	1 day?				
580		View their contracts	1 day?				
581		Decide who to use	1 day?				
582		**Internal Sell-in**	**1 day?**				
583		**Make a list of target resellers**	**1 day?**				
584		See Channel Sources (BattleGround) PDF	1 day?				
585		See The Distribution Network list	1 day?				
586		**Find specific category buyer**	**1 day?**				
587		Chain website/secretary	1 day?				
588		Jiggsaw (list chains, buyers names by category)	1 day?				
589		Distribution	1 day?				
590		Rep Firms	1 day?				
591		Network (if possible) to find buyer name, contact preference, demeaner	1 day?				
592		**Prospect Sell-in Calls**	**1 day?**				
593		Make first introduction call into buyer (phone)	1 day?				
594		Send retail kit	1 day?				
595		**Call by next morning to review retail kit**	**1 day?**				

ID	ⓘ	Task Name	Duration	T	W	T	F
596		Some accounts may require on-site visits, many prefer phone & e-mail only	1 day?				
597		**Get commitment to stock product**	**1 day?**				
598		Increase initial stocking offer with special initial buy-in only special	1 day?				
599		Determine stocking date	1 day?				
600		Determine if direct or distribution	1 day?				
601		Ensure inventory exist within preferred source	1 day?				
602		Sign agreements (if direct)	1 day?				
603		**Enablement (sell-through)**	**1 day?**				
604		Determine what each chain will and will not allow	1 day?				
605		Determine each chain list of programs (and estimate ROI for each)	1 day?				
606		**Increase reseller recommendation rate**	**1 day?**				
607		**Measure current RRR**	**1 day?**				
608		Call 100 stores, ask for recommendation, not contacts name	1 day?				
609		Determine current ratio of what product is recommended	1 day?				
610		After campaigns, repeat and improve	1 day?				
611		Send in reps to train store reps on product, positioning, NFR copies	1 day?				
612		**Create mailing kit (must have manager's name) - See Chanimal samples**	**1 day?**				
613		Create special promotion, test questions and materials	1 day?				
614		Ensure have adequete inventory to handle NFR requirements	1 day?				
615		Compile addresses of each store in chain (buyer, rep firm, website)	1 day?				
616		Create mailing kit (MUST have manager's name)	1 day?				
617		Mail kits	1 day?				
618		Follow-up with NFR copies	1 day?				
619		Setup promotional schedule per chain/chain type	1 day?				
620		Ongoing promotions (ROP, end-caps, training, rebates, bundles, etc.) - see Chanimal for examples	1 day?				
621		**VAR & System Integrator Program**	**1925 days?**				
622		**Phase I - Setup reseller program - (Use Chanimal templates)**	**9.7 days?**				
623		**Review matrix of reseller levels with benefits and requirements**	**1 day?**				
624		Review top 3 competitor's programs (use Chanimal Competitive matrix template)	1 day?				
625		Determine elements of reseller program	1 day?				
626		**Reseller kit w/program descriptions - Create (chanimal.com/vars/portal)**	**1 day?**				
627		Intro letter	1 day?				
628		Reseller PowerPoint	1 day?				
629		Checklist	1 day?				
630		Reseller application	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
631		Reseller agreement	1 day?		▨		
632		Define levels (authorized, Gold, Platinum)	1 day?		▨		
633		Setup Co-op and MDF policies and guidelines	1 day?		▨		
634		Lead policies	1 day?		▨		
635		Sample plan of action	1 day?		▨		
636		Contact information	1 day?		▨		
637		Publish reseller NFR prices	1 day?		▨		
638		Product Data sheets	1 day?		▨		
639		Demo script (how to demo persuasively)	1 day?		▨		
640		Sales script (how to sell)	1 day?		▨		
641		Basic Technical Training	1 day?		▨		
642		QuickStart Product Training Overview Video	1 day?		▨		
643		Distribution/internal part numbers	1 day?		▨		
644		Customer PowerPoint	1 day?		▨		
645		Training requirements	1 day?		▨		
646		Support requirements and schedules for training	1 day?		▨		
647		Collateral order form	1 day?		▨		
648		Q&A	1 day?		▨		
649		Include collateral samples (folder, sell sheet, product slick, promo CD-ROM, eval CD-ROM)	1 day?		▨		
650		Include product reviews	1 day?		▨		
651		**Reseller Sales & Training Kit**	**9.7 days**				
652		Folder (Generic - Reseller label)	0.1 days			Internal	
653		Product Datasheets	2 days				▨ I
654		Sell Sheet (SKU, Price, Positioning, Weight, Box/Palet Size, etc.)	0.5 days				
655		Reseller NFR Prices	0.2 days				
656		Demo Script (How to demo - persuasively)	0.5 days				
657		Sales Script (How to sell)	0.5 days				
658		Basic Technical Training	0.2 days				
659		Q & A	0.2 days				
660		Video Training Overview (installation, sales video)	4 days				
661		Web resources (training, competition, specials, etc.)	1 day				
662		Sample Monthly Newsletter/Web-based (e-mail notification) - create template, sample current news	0.5 days				
663		**Distribution Kit**	**0.5 days**				
664		Folder Label	0.1 days			Internal	
665		Reseller Kit	0.1 days			Internal	

ID	ⓘ	Task Name	Duration	T	W	T	F
666		Disty Promotions	0.3 days		Consult		
667		Review reseller kit w/team	0.2 days		Consult		
668		Revise reseller kit	0.5 days		Cons		
669		Sign-off on kit	0.1 days		Con		
670		**Website: Setup Reseller section**	**7.7 days?**				
671		Review Chanimal sample reseller portal (chanimal.com/vars/portal)	1 day?				
672		Add Java scripts to divert competitors from finding resellers (include legal clause (see Intuit ProAdvisor site))	1 day?				
673		**Initial non-password protected section**	**3.7 days?**				
674		Basic description of reseller program w/intro letter	0.3 days			Con	
675		Contact name	1 day?				
676		Grid show program levels	1 day?				
677		Program application form for inquiry & qualifying (submit fields)	0.1 days				
678		Reseller agreement	1 day?				
679		Link to password portal sign-in	1 day?				
680		**Password protected**	**4 days?**				
681		Home page - Company, Product and Partner News, What's New	0.3 days				
682		Reseller Section (leads, agreement, plan of action)	1 day?				
683		Marketing Section (sample PowerPoints, scripts, competition, etc.)	1 day?				
684		Sales Section (price list, deal registration, etc.)	0.2 days				
685		Support Section (product, market, forum support)	0.5 days				
686		Other	1 day				
687		**Phase II - Recruit resellers**	**1925 days?**				
688		**Setup distribution agreements ("if" two tier is decided) with at least 2 major distributors**	**1 day?**				
689		Aggregator - if applicable	1 day?				
690		Ingram Micro	1 day?				
691		Navarre	1 day?				
692		Tech Data	1 day?				
693		**Identify target resellers**	**1 day?**				
694		Profile reseller type (size, markets, etc.)	1 day?				
695		**Compile list**	**1 day?**				
696		Compile competition's resellers	1 day?				
697		Distribution lists/promos (if two-tier distribution) - target like, competitive or complementary resellers	1 day?				
698		Contact list rental companies (VAR Business, VAR Business List, D&B, etc.)	1 day?				
699		Compile alliance resellers (like or complimentary products)	1 day?				
700		**Clean the Spreadsheet (Do NOT miss any of the steps)**	**1 day?**				

ID	ⓘ	Task Name	Duration	T	W	T	F
701		Compile any existing spreadsheet (carefull to match the fields)	1 day?		▨		
702		**Global Edits**	**1 day?**		◣◢		
703		Re-save your spreadsheet (rev1, rev2, etc.) after each major change. Delete the extras when done.	1 day?		▨		
704		Remove duplicates. Excel has a de-dupe (but it is HARD to get it to work)	1 day?		▨		
705		Learn how to select the ENTIRE spreadsheet (click top left corner to select ALL)	1 day?		▨		
706		Note: some columns may have some bad entries (sort entire spreadsheet by that column and fix that column	1 day?		▨		
707		Sort by multiple categories (company, website, phone, look for duplications)	1 day?		▨		
708		**Remove all commas (you will export to comman delimited--comma's mess it up)**	**1 day?**		◣◢		
709		Replace commas with a semi-colon ;	1 day?		▨		
710		**Clean up the URL's**	**1 day?**		◣◢		
711		Remove http:// from front (replace with www if possible)	1 day?		▨		
712		Remove a / from the back	1 day?		▨		
713		Remove anything but www in front of a company name (partners.yourcompany.com = www.yourcompany.con	1 day?		▨		
714		Names. If you are missing the names, the sort the column (select entire spreadsheet, then sort by that column)	1 day?		▨		
715		Names: Replace empty first name with "Sales Manager"	1 day?		▨		
716		Do not worry about adding missing titles	1 day?		▨		
717		E-mails. Sort by e-mails so all blanks are together.	1 day?		▨		
718		Create and E-mail 2 column	1 day?		▨		
719		Copy the URL into both of the blank e-mail columns (email: www.yourcompany.com, email2: www.yourcompany.c	1 day?		▨		
720		Replace the "www." with sale@ for email	1 day?		▨		
721		Replace the "www." with info@ for email2 (highlight and replace only the blank columns)	1 day?		▨		
722		Sort the entire database by phone numbers. They have to be consistent.	1 day?		▨		
723		Replace "(" with "" (blank). Replace ") " (bracket and a space) with a "-". Replace a ")" with a "-"	1 day?		▨		
724		Remove any leading "1"	1 day?		▨		
725		Move all extensions to the EXT column	1 day?		▨		
726		Make sure the states have the abreviation, not spelled out	1 day?		▨		
727		Make sure to capture the source (where did the list or the name come from)	1 day?		▨		
728		Pre-level. This is the existing certification of the resellers--keep it.	1 day?		▨		
729		For type, name them VARs or SI (for system integrator) during capture. Any missing call VARs.	1 day?		▨		
730		Group: Copy "1" down the entire database.	1 day?		▨		
731		If using Salesforce, change group to 2, 3, 4, etc. for each batch of 250 (most it can e-mail)	1 day?		▨		
732		Status: Rename everything as NEW.	1 day?		▨		
733		Final review - look over entire spreadsheet and do any edits to make it consistent	1 day?		▨		
734		Determine contact manager for database management	1 day?		▨		
735		**Learn crm system**	**1 day?**		◣◢		

ID	ℹ	Task Name	Duration	T	W	T	F
736		Campaign management	1 day?				
737		E-mail and templates	1 day?				
738		How to setup filters and groups	1 day?				
739		**Setup database**	**1 day?**				
740		Contact type: VAR	1 day?				
741		Levels: Authorized, Gold, Platinum, NEW	1 day?				
742		Website e-mail form (to put link to e-mail form if don't have e-mail address)	1 day?				
743		Group: 1, 2, 3, to identify which import group they are part of	1 day?				
744		Status: NEW, email1, email2, email3, NI, Applied, Denied, approved, Orientation, 1st Sale, Trained, Certified	1 day?				
745		Setup e-mail with company e-mail	1 day?				
746		Determine in-bound call contact	1 day?				
747		**Contact and recruit resellers**	**1925 days?**				
748		Decide possible promotions (based on budget and resources)	1 day?				
749		**PR - Press coverage to VAR publications - our market, potential opportunity**	**1 day?**				
750		**Identify target media**	**1 day?**				
751		Computer Reseller News	1 day?				
752		VARBusiness	1 day?				
753		Channel Advocate	1 day?				
754		Other channel publications (North American and International)	1 day?				
755		Product categorie publications (covered in overall press section)	1 day?				
756		**Review editorial schedules - create master schedule**	**1 day?**				
757		Product schedules	1 day?				
758		Reseller program schedules (best reseller program)	1 day?				
759		Submit product for reviews, articles on schedule	1 day?				
760		Issue press release on new product & reseller program	1 day?				
761		**Contact alliance partner's resellers - joint alliance package, e-mail and phone, alliance promo**	**1 day?**				
762		See alliance section for setup	1 day?				
763		Compile their list or priorized resellers	1 day?				
764		**Direct mail & e-mail packages to competition's resellers (on-line response pages)**	**1 day?**				
765		**Create lists**	**1 day?**				
766		Compile list from database (above) to determine which targets	1 day?				
767		Competition	1 day?				
768		Alliances	1 day?				
769		Profile accounts (market segment, SI, VARs, Retail, certification, competition, alliance, etc.)	1 day?				
770		**Create direct piece (typically postcards 5x7)**	**1 day?**				

ID	ⓘ	Task Name	Duration	tember T	W	T	F
771		**E-mail**	**1 day?**				
772		Review Chanimal templates	1 day?				
773		Create 3 e-mails (see samples)	1 day?				
774		Create 2 NFR follow-up e-mails	1 day?				
775		Setup database fields & repeatable campaign process (above)	1 day?				
776		**Import databases**	**1 day?**				
777		Create small subset of data to test field mapping	1 day?				
778		Create e-mail and test by sending it to yourself	1 day?				
779		Initial Phase I with first round, repeat with 2 other campaigns	1 day?				
780		Follow-up with NFR downloads (phone calls)	1 day?				
781		Sign-up (move to enablement w/orientation meeting)	1 day?				
782		**Mail (typically 8.5 x 5.5 postcards)**	**1 day?**				
783		Create piece	1 day?				
784		Determine list (above)	1 day?				
785		Mail	1 day?				
786		Follow-up on responses & sign up	1 day?				
787		**VAR Publication e-mails**	**1 day?**				
788		Determine which publication (VARBusiness)	1 day?				
789		Write copy	1 day?				
790		Submit & Follow-up on downloads	1 day?				
791		Consider VARVision or VAR Xchange - depending on reseller attendee profiles	1 day?				
792		**Roadshow (recruit 4 other alliance partners)**	**1925 days**				
793		Determine objectives	0.1 days				
794		Decide the theme	0.1 days				
795		Create the initial agenda	0.5 days				
796		Determine the main locations & #	1 day				
797		Initial cost (hotel, travel, food, facilities, etc.)	0.5 days				
798		Initial budget review and approval	0.25 days				
799		Create Roadshow PowerPoint	1 day				
800		Review and sign off on roadshow w/budget	0.25 days				
801		**Decide potential alliances**	**13.5 days**				
802		Make list of alliance categories	0.25 days				
803		Identify alliances	1 day				
804		Categorize them by market share	0.25 days				
805		Find contact information	3 days				

ID	ⓘ	Task Name	Duration	tember			
				T	W	T	F
806		Call and recruit for roadshow	5 days				
807		Sign up alliances	2 days				
808		Get their participation fees	2 days				
809		**Finalize our top 3 locations**	**3.95 days**				
810		Book facilities	1 day				
811		Food	0.25 days				
812		Equipment	0.25 days				
813		Flights	0.25 days				
814		Hotels	0.25 days				
815		Cars	0.25 days				
816		**Give-aways**	**0.2 days**				
817		Decide	0.1 days				
818		Order	0.1 days				
819		Banners	0.5 days				
820		Agenda and packet	1 day				
821		**Create our mailing list**	**3.5 days**				
822		Compile our own list	1 day				
823		Alliances list	2 days				
824		List broker	0.5 days				
825		**Direct mail piece**	**1834.25 days**				
826		Copy	1 day				
827		Determine give-away items	0.25 days				
828		Layout	2 days				
829	🖽	Printed	10 days				
830		Mail direct mail	1 day				
831		Create our e-mail template	1 day				
832		**Create campaign within Salesforce**	**0.7 days**				
833		Initial e-mail	0.1 days				
834		Second e-mail	0.1 days				
835		Third e-mail	0.1 days				
836		Confirmation e-mail	0.1 days				
837		Two days before e-mail	0.1 days				
838		Day before e-mail	0.1 days				
839		Day after e-mail	0.1 days				
840		Send e-mail campaign	1 day				

ID	i	Task Name	Duration	tember			
				T	W	T	F
841		Follow Up Calls to invite	3 days				
842		**Create landing page w/registration**	**4 days**				
843		Determine best registration system	1 day				
844		Create web page	3 days				
845		**Event Preparation**	**5.5 days**				
846		Event presentation PowerPoint	1 day				
847		Follow up for Alliance PowerPoints	1 day				
848		Get name tags	0.5 days				
849		Packetts (agenda, brochures, specials)	2 days				
850		Lead forms	1 day				
851	▦	Event	1 day				
852		**Follow-up**	**6 days**				
853		E-mail follow-up	1 day				
854		Follow-up calls	5 days				
855		**Hire Temp firm to contact VARs and sign up**	**1 day?**				
856		Identify best organization (depending on needs)	1 day?				
857		Sign up	1 day?				
858		Train reps	1 day?				
859		Presentations to resellers	1 day?				
860		Follow up and sign-up	1 day?				
861		**Advertise in reseller trade pubs**	**1 day?**				
862		VAR Business - e-mail	1 day?				
863		Consider publication	1 day?				
864		**Phase III - Enablement**	**1 day?**				
865		**Orientation Meeting (within days of sign-up)**	**1 day?**				
866		Review portal (deal registration, lead process, resources)	1 day?				
867		Review product - live demo	1 day?				
868		Set 90 day goals	1 day?				
869		Drive to help them get their first sale	1 day?				
870		**Reseller Product/Market Training**	**1 day?**				
871		Create certification program requirements overview and details	1 day?				
872		Decide location - own city or key field locations, physical vs. on-line	1 day?				
873		Determine who will train and cross-train our team	1 day?				
874		Setup training schedule & publish	1 day?				
875		**Create training materials**	**1 day?**				

ID	ℹ	Task Name	Duration	T	W	T	F
876		Product training	1 day?				
877		Market, positioning, sales, competition training materials	1 day?				
878		Testing and certification	1 day?				
879		**Monthly reseller newsletter (web based, e-mail notify)**	**1 day?**				
880		Setup first 6 month editorial schedule	1 day?				
881		Determine format	1 day?				
882		Assign an editor (usually Product Manager first)	1 day?				
883		**Setup annual promotional schedule (by reseller/customer type)**	**1 day?**				
884		Based on product release	1 day?				
885		Based on seasonality (if exists)	1 day?				
886		Based on on-going competitive response (their published/projected release schedules)	1 day?				
887		Annual reseller conference	1 day?				
888		**Program refinements**	**1 day?**				
889		Get feedback	1 day?				
890		Validate	1 day?				
891		Make improvements	1 day?				
892		**Create Reseller Partner Council - Research**	**1 day?**				
893		Identify partner candidates	1 day?				
894		Contact partner candidates	1 day?				
895		Send & Review criteria, commitment & objectives	1 day?				
896		Review reseller program and kit & get feedback	1 day?				
897		Formally sign up partner council candidates	1 day?				
898		Setup 1st Council meeting (at annual conference, via webinar, one-on-one, etc.)	1 day?				
899		**Re-vitalizing Existing Partners (larger company)**	**1 day?**				
900		**Partner Survey, phone & on-site meetings (what is, is not working)**	**1 day?**				
901		Product	1 day?				
902		Price	1 day?				
903		Promotions	1 day?				
904		**Partner Program**	**1 day?**				
905		Interaction (including ways to work with regional managers)	1 day?				
906		Orientation & Training	1 day?				
907		Policies	1 day?				
908		Program items	1 day?				
909		Prioritize requests	1 day?				
910		Commitment to review, prioritize and improve	1 day?				

ID	ℹ	Task Name	Duration	tember T	W	T	F
911		**Review current field interaction**	**1 day?**	▼▼			
912		How do we work with partners?	1 day?				
913		How do we spend most of our time?	1 day?				
914		Do we do regional sales training?	1 day?				
915		Do we do model calls, coaching calls, on-site training, remote training	1 day?				
916		Do we feed them leads?	1 day?				
917		Do we setup, or just attend joint calls? Attend, or setup?	1 day?				
918		Do we show them how to generate their own leads?	1 day?				
919		Do we setup partner plan of actions?	1 day?				
920		Are we a coach and mentor?	1 day?				
921		**Review current sales training materials**	**1 day?**	▼▼			
922		Augment any holes	1 day?				
923		Introduce "The Game of Work" sales improvement process	1 day?				
924		**Align comp plan to achieve desired performance**	**1 day?**	▼▼			
925		Review Sales Management comp plan (align w/Regions)	1 day?				
926		Review current regional sales comp plan	1 day?				
927		Consider activity-base component (MBO, or activity payment/bonus)	1 day?				
928		**Setup Local Partner Training**	**1 day?**	▼▼			
929		**Create regional training materials**	**1 day?**	▼▼			
930		Agendas	1 day?				
931		Training binder/PowerPoints/Samples	1 day?				
932		Create regional certification checklist (train and test, reward)	1 day?				
933		**Train local sales teams**	**1 day?**	▼▼			
934		Process (agenda, how these meetings and process works)	1 day?				
935		Conducting the Assessment	1 day?				
936		Regional "marketing that works"	1 day?				
937		Understanding our lead and follow-up process	1 day?				
938		Creating plan of actions	1 day?				
939		Introduction to "The Game of Work"	1 day?				
940		How to self-train (coaching)	1 day?				
941		Resources for partners	1 day?				
942		Model & Coaching calls	1 day?				
943		Determine if Regional Managers or central marketing assists	1 day?				
944		Ensure 100% buy-in - PROVE IT WORKS!	1 day?				
945		**In-House Meeting with Partner**	**1 day?**	▼▼			
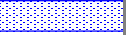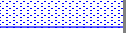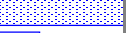
ID	ⓘ	Task Name	Duration	tember
				T | W | T | F
946		Objective: Help partners optimize sales (new business & account management)	1 day?	
947		**Agenda**	**1 day?**	
948		**Assessment**	**1 day?**	
949		**Review of existing process**	**1 day?**	
950		Lead Gathering and Follow-Up Process	1 day?	
951		lead process	1 day?	
952		Own lead process	1 day?	
953		Review technical capability (capable with the product positioning, key selling points, and product us	1 day?	
954		Review existing materials utilized (demo scripts, PowerPoints, competitive matrix, positioning)	1 day?	
955		Review current sales ability (do they know their ratios, calls, contacts, demos, quotes, close)	1 day?	
956		Review promotions that work (theirs, ours)	1 day?	
957		**Plan of Action - Tracking Introduction**	**1 day?**	
958		Introduce resources & examples to help them execute regionally	1 day?	
959		Setup promotional schedule (plan of action)	1 day?	
960		Introduce systems to "Play the Game of Work"	1 day?	
961		Follow up with Game of Work analysis	1 day?	
962		**Local or Regional Sales Training**	**1 day?**	
963		**Tailor Sales Training Sessions based on Stats (to improve each area)**	**1 day?**	
964		Provide dialogues, demo scripts, PowerPoints - show where to find in Portal	1 day?	
965		Setup model & coaching calls (be their coach)	1 day?	
966		Show them how to self-improve	1 day?	
967		Provide incentives (follow process) for success	1 day?	
968		Reward local accounts and regional managers on results	1 day?	
969		**Reseller Promotions - ongoing**	**1 day?**	
970		Follow Co-op & MDF policies (revenue based collaboration)	1 day?	
971		**International**	**1 day?**	
972		Discuss international with alliances	1 day?	
973		Review competitor's international penetration approach	1 day?	
974		Determine which regions to pursue first (prioritize)	1 day?	
975		Translate product documentation, external labels	1 day?	
976		**Modify existing collateral (no competitive matrix in Germany, etc.)**	**1 day?**	
977		No competitive matrix in Germany	1 day?	
978		Translation of materials (diversified pictures)	1 day?	
979		Identify International rep firms/regional specialists	1 day?	
980		Determine startegy - Internal sales, rep firm/distributor	1 day?	

ID	ⓘ	Task Name	Duration	T	W	T	F
981		Determine if will do it yourself or hire help	1 day?				
982		**Do it Internally**	**1 day?**				
983		Secure list of resellers by country	1 day?				
984		Secure list of distributors by country	1 day?				
985		Recruiting	1 day?				
986		**Sign up distributors per region**	**1 day?**				
987		Follow applicable "recruiting reseller" promotions above	1 day?				
988		Setup localized production, replication (if applicable)	1 day?				
989		Stock inventory	1 day?				
990		Follow on-going enablement	1 day?				
991		**Alliance marketing**	**1 day?**				
992		Review Chanimal presentation, "Creating Killer Alliances, Dominate Your Marketing & Make a Ton of Money"	1 day?				
993		**Setup & Definition Stage**	**1 day?**				
994		Define objectives	1 day?				
995		**Use Chanimal alliance spreadsheet**	**1 day?**				
996		**Identify potential alliance and categories based on product, complimentary sales, etc.**	**1 day?**				
997		Identify top 5 market segments	1 day?				
998		Identify major complimentatry, non-competitive products/companies in each segment	1 day?				
999		Determine the business model (why form alliance) for each alliance (may be same/category)	1 day?				
1000		Prioritize alliances into top 10, top 25, self-serve	1 day?				
1001		Create alliance policies - screening criteria and process to determine a "good" alliance	1 day?				
1002		**Alliance kit**	**1 day?**				
1003		Program introduction letter (to prospective partners, simple--but ready to use)	1 day?				
1004		Alliance program agenda (sales, product marketing, marcom) - how will each group make more money	1 day?				
1005		Alliance meeting Powerpoint (describe the program, objectives, benefits & process)	1 day?				
1006		Create Alliance agreement	1 day?				
1007		Non-disclosure agreement (NDA)	1 day?				
1008		Logo usage guidelines	1 day?				
1009		Hi-level roadmap	1 day?				
1010		Calendar of events (for cross-promotions)	1 day?				
1011		Alliance product order form	1 day?				
1012		List of internal contacts	1 day?				
1013		Alliance workshop agenda & worksheet	1 day?				
1014		Alliance presentation PowerPoint - what is the alliance program?	1 day?				
1015		Company sales script and presentation (for them to sell us)	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
1016		Define and create Alliance portal	1 day?				
1017		**Recruiting Stage**	**1 day?**				
1018		Contact Top 10 alliances in each category	1 day?				
1019		**Setup formal alliance meeting (phone, perhaps in person) - Ken, Ted, etc.**	**1 day?**				
1020		Create an agenda and send to teams	1 day?				
1021		Set appointments	1 day?				
1022		Attend the meetings	1 day?				
1023		Follow up on action items	1 day?				
1024		**Setup alliance launch meeting w/product, sales and marketing**	**1 day?**				
1025		Align product management (align roadmaps)	0.67 days?		**Intern2,**		
1026		Align sales (joint calls, joint accounts)	0.75 days?		**Intern2,**		
1027		Align marketing communications (cross promotions, database, website, ads, PR, etc.)	1 day?		**Intern**		
1028		Each group creates a plan of action - how to work together and make more money	1 day?				
1029		Execute & facilitate plans (joint sales, joint roadmap, joint marketing programs)	1 day?				
1030		Contact next top 25 - follow guidelines	1 day?				
1031		Setup "self-serve" alliance information, sign-up with "rest of world"	1 day?				
1032		**Development and promotions stage**	**1 day?**				
1033		Complete alliance workshop & execute according to results	1 day?				
1034		Setup on-site meeting if needed	1 day?				
1035		Issue Alliance press release	1 day?				
1036		Link Web sites	1 day?				
1037		Add to Alliance Web portal	1 day?				
1038		Exchange demo software, scripts, materials	1 day?				
1039		Prepare and submit ongoing alliance joint promotions	1 day?				
1040		**OEM (see www.chanimal.com/html/alliances__oem.html)**	**1 day?**				
1041		Determine if will use OEM rep firm, or do it yourself	1 day?				
1042		Determine OEM product (disabled, time limited, upgrade path, etc.)	1 day?				
1043		Determine OEM pricing	1 day?				
1044		**Identify potential OEM candidates**	**1 day?**				
1045		Alliance partners	1 day?				
1046		Others	1 day?				
1047		Contact OEM candidates	1 day?				
1048		Presentations	1 day?				
1049		Contract negotiation	1 day?				
1050		**Affiliate program (cross promote others (books, resources, banners)**	**717 days?**				

ID	ℹ	Task Name	Duration	T	W	T	F
1051		Hire Intern or FT to setup and/or run program	1 day				
1052		**Create the affiliate program**	**3 days**				
1053		**Research and identify required features for a top-knotch affiliate program**	**0.5 days**				
1054		Review Wilson Web report on affiliate program	0.5 days				
1055		**Identify and join several top affiliate programs - see what is "inside" (Business Plan)**	**0.3 days**				
1056		Kowabunga	0.1 days				
1057		Find another affiliate program	0.3 days				
1058		Palo Alto	0.1 days				
1059		Carry A Tune	0.1 days				
1060		Find a Commission Junction program	0.2 days				
1061		Make recommendation for software to manage affiliate program (Wilson Web report)	0.2 days				
1062		Evaluate internal affiliate software program/software - Do we have any? What research already done?	0.2 days				
1063		**Create our formal affliate program (classify major, self-serve)**	**3 days**				
1064		Create the categories of information	0.1 days				
1065		Create the text (search and replace wherever possible)	2 days				
1066		Make a recommendation on program policies, margins, etc.	0.2 days				
1067		Route the text and get sign off	0.3 days				
1068		Import the text into system and HTML	3 days				
1069		Setup afiliate software on our servers	2 days				
1070		Hook it into our shopping cart	2 days				
1071		Configure software	0.5 days				
1072		Create banner ads	0.5 days				
1073		Link to Website	0.1 days				
1074		Route for sign-off	0.2 days				
1075		Beta test	0.5 days				
1076		NOTE: Dates above not calculated. Start below.	0.01 days				
1077		**Recruit affiliate partners**	**698 days**				
1078		Set objectives & goals (100 affiliates (100 copies), etc.)	0.1 days				
1079		**Identify and classify top market segments to target. Could include:**	**10 days**				
1080		Talk to Online Ombudsman - get weekly posing list (not there anymore)	1 day				
1081		Get list of competitor's (or similar apps)	0.2 days				
1082		Competitor's - resellers and affiliates. Reviewed.	0.3 days				
1083		Webmaster locations	0.4 days				
1084		Associations	0.5 days				
1085		Web publications	0.5 days				

ID	ⓘ	Task Name	Duration	tember
				T	W	T	F
1086		Small Business	0.5 days	
1087		Forums	0.5 days	
1088		Link Directories (top 50). Locate and post our program in each applicable directory.	10 days	
1089		**Create Recruiting Templates**	**0.5 days**	
1090		Create introduction "invitation to join" e-mail, etc.	0.2 days	
1091		Create follow-up e-mails	0.5 days	
1092		Route letter internally	0.2 days	
1093		**Conduct Initial Trial**	**7 days**	
1094		Search for Websites	7 days	
1095		E-mail each contact	3 days	
1096		Follow Up Calls	5 days	
1097		Campaign analysis & go/no go decision	1 day	
1098		**Evaluate list brokers for affiliate targets, etc.**	**618 days**	
1099		Locate list, set list criteria	1 day	
1100		Purchase List	3 days	
1101		Register with Link Directories	5 days	
1102		**Setup Contact Management Software**	**1 day**	
1103		Setup Goldmine Database (fields, templates, etc.)	1 day	
1104		Train intern/FT person on Goldmine system	0.5 days	
1105		**Initiate Full Scale Affiliate Recruiting**	**698 days**	
1106		Compile e-mails from purchased list	1 day	
1107		**First Recruiting Wave**	**689 days**	
1108		Search e-mails for first 1000	5 days	
1109		E-mail first round	1 day	
1110		E-mail follow-up rounds (2-3 days apart)	6 days	
1111		Call Interested prospects	5 days	
1112		Analysis of campaign (determine best sic codes, refinements in approach)	1 day	
1113		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	
1114		Analysis of Telemarketing campaign	1 day	
1115		Decide value of calls (if good, finish telemarketing, if not so valuable, continue with e-mail waves)	0.5 days	
1116		**2nd Recruiting Wave**	**698 days**	
1117		Search e-mails for next 1000	5 days	
1118		E-mail first round	1 day	
1119		E-mail follow-up rounds	1 day	
1120		Call Interested prospects	5 days	

ID	ⓘ	Task Name	Duration	tember
				T	W	T	F
1121		Analysis of campaign (determine best sic codes, refinements in approach)	2 days	
1122		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	
1123		Analysis of Telemarketing campaign	2 days	
1124		**3rd Recruiting Wave**	**5 days**	
1125		Search e-mails for next 1000	5 days	
1126		E-mail first round	2 days	
1127		E-mail follow-up rounds	2 days	
1128		Call Interested prospects	5 days	
1129		Analysis of campaign (determine best sic codes, refinements in approach)	2 days	
1130		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	
1131		Analysis of Telemarketing campaign	1 day	
1132		**4th Recruiting Wave**	**5 days**	
1133		Search e-mails for next 1000	5 days	
1134		E-mail first round	1 day	
1135		E-mail follow-up rounds	1 day	
1136		Call Interested prospects	5 days	
1137		Analysis of campaign (determine best sic codes, refinements in approach)	1 day	
1138		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	
1139		Analysis of Telemarketing campaign	1 day	
1140		**5th Recruiting Wave**	**5 days**	
1141		Search e-mails for next 1000	5 days	
1142		E-mail first round	1 day	
1143		E-mail follow-up rounds	1 day	
1144		Call Interested prospects	5 days	
1145		Analysis of campaign (determine best sic codes, refinements in approach)	1 day	
1146		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	
1147		Analysis of Telemarketing campaign	1 day	
1148		Determine value of calling into the rest of the leads	1 day	
1149		**Enable affiliates (ongoing)**	**19 days?**	
1150		**Ensure reports are automatically provided monthly for affiliates (sales and traffic)**	**19 days?**	
1151		Jan	1 day?	
1152		Feb	1 day?	
1153		Mar	1 day?	
1154		April	1 day?	
1155		May	1 day	

ID	ℹ	Task Name	Duration	T	W	T	F
1156		June	1 day				
1157		July	1 day				
1158		Aug	1 day				
1159		Sept	1 day				
1160		Oct	1 day				
1161		Nov	1 day				
1162		Dec	1 day				
1163		Refine online "help you sell more" tips and tricks (what pulls, ideas for copy)	0.5 days				
1164		Create affiliate/partner forum (Recommend vBulletin BBS)	2 days				
1165		Create end user forum (invite affiliates to moderate)	1 day				
1166		Help new enrolles to setup links - if applicable (refine instructions)	0.5 days				
1167		**Initiate and drive quarterly newsletter (affiliates and customers)**	**2 days?**				
1168		Create editorial calendar	0.5 days				
1169		**January**	**1 day?**				
1170		Create newsletter	1 day?				
1171		E-mail newsletter	1 day?				
1172		**April**	**2 days**				
1173		Create newsletter	2 days				
1174		E-mail newsletter	0.5 days				
1175		**July**	**2 days**				
1176		Create newsletter	2 days				
1177		E-mail newsletter	0.5 days				
1178		**October**	**2 days**				
1179		Create newsletter	2 days				
1180		E-mail newsletter	0.5 days				
1181		**Setup monthly/weekly Webinar for associates - recruit and assist**	**3 days**				
1182		Create agenda	0.1 days				
1183		Create PowerPoint	1 day				
1184		Demo Script	1 day				
1185		Setup meeting (ongoing)	0.3 days				
1186		Invite attendees (ongoing)	1 day				
1187		Event (ongoing)	0.5 days				
1188		Follow-up to recruit (ongoing)	3 days				
1189		**Sign-up process**	**1 day?**				
1190		Prospect shows interest in affiliate program	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
1191		Prospect sign's up automatically	1 day?				
1192		**Affiliate Mgr site assessment**	**1 day?**				
1193		Affiliate Mgr reviews affiliate site & classifies (link/non-link)	1 day?				
1194		If "link" site: Finds recommended locations for links, content, banners	1 day?				
1195		E-mails or calls to setup appointment (or connect) with Intro meeting	1 day?				
1196		**Initial Setup, Intro & Training Meeting**	**1 day?**				
1197		**Prospect contacted by Affiliate Mgr**	**1 day?**				
1198		If Not registered: Affiliate Mgr helps them log into portal and sign up	1 day?				
1199		**Affiliate Mgr reviews portal with new affiliate**	**1 day?**				
1200		Covers login, links, banners, stats, programs, provides contact info	1 day?				
1201		Sets ups Webinar to review actual product (if applicable)	1 day?				
1202		Offer for Affiliate to Test Edit.com (test account)	1 day?				
1203		Affiliate attends Webinar to underStand product	1 day?				
1204		**Post Webinar Discussion - Affiliate Plan of Action**	**1 day?**				
1205		**Agenda**	**1 day?**				
1206		Review of Webinar and feedback	1 day?				
1207		Help setup links & banners (if applicable)	1 day?				
1208		**Discuss affiliate's clients and approaches**	**1 day?**				
1209		Existing clients, future clients (build in capability)	1 day?				
1210		Discuss promotions (quickstart bonuses, how paid)	1 day?				
1211		**Review affiliate activities (what has worked best)**	**1 day?**				
1212		Webinars - Their accounts (existing and new)	1 day?				
1213		**Special Event invitations**	**1 day?**				
1214		**Special Events (Edit.com Sponsored) - Benefits to Affiliates & their clients**	**1 day?**				
1215		Guest speaker special Webinar events (SoftwareCEO examples)	1 day?				
1216		Edit.com	1 day?				
1217		Wilson Web	1 day?				
1218		Affiliate Guru's	1 day?				
1219		ISP's	1 day?				
1220		Webtrends	1 day?				
1221		Special topics, categories	1 day?				
1222		Review affiliate proposal copy (they can use in their bid process)	1 day?				
1223		**Prospecting (options: them, or we can help)**	**1 day?**				
1224		Review sample e-mail (taylored by type)	1 day?				
1225		Review sample web page (affiliate's own landing page for their e-mail campaign)	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
1226		Review PowerPoint & Product slick/Bullet Points for "self service"	1 day?				
1227		Setup timeline	1 day?				
1228		**Promotions**	**1 day?**				
1229		Follow-up on plan & Assist	1 day?				
1230		Conduct Webinars & Events	1 day?				
1231		Follow-up with Affiliate	1 day?				
1232		Follow-up with Attendees (Affiliate Mgr (volunteer) or affiliate does follow up)	1 day?				
1233		Sign-up Attendees	1 day?				
1234		Re-contact w/Affiliate and duplicate	1 day?				
1235		Re-visit prospecting process every quarter w/affiliates (MBO)	1 day?				
1236		**Promotion**	**1057.1 days?**				
1237		**PR**	**1 day?**				
1238		**Setup**	**1 day?**				
1239		Create and sign-off on company positioning statements (umbrella statements) - see positioning above	1 day?				
1240		Create 3-5 key company talking points	1 day?				
1241		Create and sign-off on product positioning statements	1 day?				
1242		Create 3-5 key product talking points	1 day?				
1243		Create company backgrounder	1 day?				
1244		Internal media training - talking points, what to say, "quotables," etc.	1 day?				
1245		Establish procedures and policies (flaming, spokesperson, routing)	1 day?				
1246		Establish and solidify crisis management approach	1 day?				
1247		Key executive and product pictures	1 day?				
1248		**Determine PR objectives & measurement**	**1 day?**				
1249		Positive company image	1 day?				
1250		Positive product launch	1 day?				
1251		Favorable product reviews	1 day?				
1252		Manage, mitigate, eliminate poor product reviews	1 day?				
1253		Obtain favorable coverage from key analysts and consultants	1 day?				
1254		External PR - Hire PR firm - Option 1	1 day?				
1255		**Internal PR - Option 2 (or augment internal w/agency)**	**1 day?**				
1256		Read Marcom/PR sections on Chanimal.com	1 day?				
1257		Read PR PDF from Chanimal	1 day?				
1258		**Build target list, database and calendar**	**1 day?**				
1259		Identify target audience (prospects (Sales, IT, CEO), analyst, press)	1 day?				
1260		**Identify and compile industry influencers, compile backgrounds**	**1 day?**				

ID		Task Name	Duration	T	W	T	F
1261		Industry analyst	1 day?				
1262		Industry consultants	1 day?				
1263		Industry organizations	1 day?				
1264		**Identify and compile target publications**	**1 day?**				
1265		Trade publications	1 day?				
1266		On-line publications	1 day?				
1267		National business publications	1 day?				
1268		User groups	1 day?				
1269		Newsletters	1 day?				
1270		Beta testing groups	1 day?				
1271		**Identify target trade events**	**1 day?**				
1272		Compile contacts	1 day?				
1273		Compile calendars	1 day?				
1274		Get speaker topics and submissions for speakers	1 day?				
1275		**Calendar - Compile editorial schedules of target pubs, analysts and buyer's guides**	**1 day?**				
1276		Consider myedcals.com to compile this list by editorial articles	1 day?				
1277		Get a copy of the Chanimal samples of completed editorial calendars	1 day?				
1278		**Log into myedcals.com**	**1 day?**				
1279		Learn how to do quiries including using wild cards, etc.	1 day?				
1280		Determine which words or pharses you will search on (consider website key words)	1 day?				
1281		Do your searching using each word or phrase	1 day?				
1282		Select ALL after each search and export the results to a spreadsheet.	1 day?				
1283		Save each spreadsheet with the name of the search word used	1 day?				
1284		You may end up with 10 plus spreadsheets.	1 day?				
1285		Add a column to each different sheet for you to record the name used for each search.	1 day?				
1286		Copy the word(s) used down the column for each results (article one: video, article 2: video)	1 day?				
1287		Create a master spreadsheet and copy the results of each search spreadsheet to combine results	1 day?				
1288		De-duplicate the list. Exclude the column that tells what search word was used (or duplicates will not de-dup)	1 day?				
1289		Create a new column on the far left called RATING.	1 day?				
1290		Rate each article A, B, C, or X. A=obvious, B=possible, C=maybe, X=no way	1 day?				
1291		Remember to save a few copies with different names in case you make a mistake	1 day?				
1292		Sort the entire list by Rating.	1 day?				
1293		Delete all the X's (those that obviously don't apply)	1 day?				
1294		Route the list to Chanimal or an internal contact to review and change ratings if needed	1 day?				
1295		Sort the entire list by deadline date	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
1296		Now ready to start working the "reactive" press opportunities	1 day?				
1297		Follow the next steps for a reviewer's guid	1 day?				
1298		Start the reactive campaigning (e-mail editors 3-4 months prior to deadline date)	1 day?				
1299		When they respond, route responded to Chanimal to review and help with response	1 day?				
1300		Create a color system to identify when you have emailed, called, waiting for response	1 day?				
1301		Code negative or "not a fit" responses red, green if doing a review, blue if sent a press release, etc.	1 day?				
1302		Submit a copy of the worksheet as part of the weekly PR report	1 day?				
1303		**Create reviewer's guide w/ product package (folder, reviews, sell sheets, contacts)**	**1 day?**				
1304		See Chanimal samples, also Google for reviewers guide	1 day?				
1305		**Reactive campaigning**	**1 day?**				
1306		Submit product for articles within timelines	1 day?				
1307		Submit products for review, and manage review process	1 day?				
1308		**Proactive campaigning**	**1 day?**				
1309		Investigate, then contact Analyst and setup up interviews with executive management	1 day?				
1310		Conduct Analyst interviews (with talking points)	1 day?				
1311		Follow-up, understand analysts take, quadrant on positioning grids	1 day?				
1312		Follow-up with executives to help them maintain contact w/press as "experts"	1 day?				
1313		Issue press release	1 day?				
1314		**Setup press tour (preferably at trade events)**	**1 day?**				
1315		Arrange schedule & location	1 day?				
1316		Determine participants	1 day?				
1317		Book and interview	1 day?				
1318		**Trade show events**	**1 day?**				
1319		Submit executives as expert speakers at events	1 day?				
1320		Hold press conference (press kits)	1 day?				
1321		Write ghost stories and submit to freelance writers	1 day?				
1322		**Create white papers - validating your unique value**	**1 day?**				
1323		Review white paper samples and templates (Chanimal)	1 day?				
1324		Select topic(s)	1 day?				
1325		Source (internal or external (www.thatwhitepaperguy.com))	1 day?				
1326		Post on website (require contact information)	1 day?				
1327		Post on 6 free sites (see www.thatwhitepaperguy.com)	1 day?				
1328		Decide if will post with Knowledgestorm, etc.	1 day?				
1329		**Produce and place reference case and success stories**	**1 day?**				
1330		Review case study samples and templates (Chanimal)	1 day?				

ID	ⓘ	Task Name	Duration	tember T	W	T	F
1331		Select topic	1 day?				
1332		Select accounts	1 day?				
1333		Contact and committ accounts	1 day?				
1334		Write case study (internal or outsource)	1 day?				
1335		Post completed white paper on website	1 day?				
1336		On-line ombudsman - monitoring/response (SIGS/Forums/Websites/Usenet) - see Online Marketing section	1 day?				
1337		**Follow-up and Tracking**	**1 day?**				
1338		Read all reviews & correct mistakes	1 day?				
1339		Send corrections to editors	1 day?				
1340		**Setup internal systems**	**1 day?**				
1341		Clipping service and process	1 day?				
1342		Setup press clip books, bulletin board	1 day?				
1343		Internal, sales and reseller dissemination of press clips	1 day?				
1344		On-line press room - password protected	1 day?				
1345		**Quarterly compilation, media quality quotient analysis, re-group**	**1 day?**				
1346		# of publications announcing, first-look, features, user groups, evals distributed	1 day?				
1347		Ongoing - update reviewer database, update product reviewer's guide	1 day?				
1348		**Social Marketing**	**1 day?**				
1349		**Linked in**	**1 day?**				
1350		Read materials on how to market on Linked in (Hubspot, etc.)	1 day?				
1351		Create a linked-in page	1 day?				
1352		Create a linked-in forum	1 day?				
1353		Recruit top peers to join your forum (you know, in other groups, industry peers)	1 day?				
1354		Setup a calendar of topics	1 day?				
1355		Post content according to the calendar	1 day?				
1356		**Facebook**	**1 day?**				
1357		Read materials on how to market on Facebook (Hubspot, etc.)	1 day?				
1358		Create a facebook page	1 day?				
1359		Recruit top peers, customers and others to join your Facebook	1 day?				
1360		Setup a calendar of topics	1 day?				
1361		Post content according to the calendar	1 day?				
1362		Re-recruit new members and encourage others to add content	1 day?				
1363		**Twitter**	**1 day?**				
1364		Read materials on how to market on Twitter (Hubspot, etc.)	1 day?				
1365		Create a primary Twitter identity	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
1366		Tweet using acceptable guidelines	1 day?				
1367		Follow indivisuals you want to connect with and to recruit to LinkedIn/Facebook	1 day?				
1368		**YouTube**	**1 day?**				
1369		Read materials on how to market on YouTube	1 day?				
1370		Create company YouTube channel	1 day?				
1371		Upload valuable content (seek to get subscribers)	1 day?				
1372		**Directory Listing**	**1 day?**				
1373		Wikipedia	1 day?				
1374		CrunchBase	1 day?				
1375		AboutUs.com	1 day?				
1376		**Online Newsletter**	**1 day?**				
1377		Read materials on how to market online newsletters	1 day?				
1378		Create editorial calender for content	1 day?				
1379		Assign a writer (can vary throughout the company)	1 day?				
1380		Produce weekly/monthly newsletter	1 day?				
1381		**On-line marketing**	**1057.1 days?**				
1382		**Review Website**	**1 day?**				
1383		Review the existing website. Check for the following & more	1 day?				
1384		Plan-o-gram (top menu, has proper elements)	1 day?				
1385		Has critical primary elements (screen shots, product page, persuasive copy, layout)	1 day?				
1386		Violator - call to actions (top 3)	1 day?				
1387		Persuasive copy	1 day?				
1388		Typography (black text (not gray), text width, etc.)	1 day?				
1389		Contact information (include address, phones, etc. for credibility (hiding looks like temp company)	1 day?				
1390		**Create or Modify Website**	**1057.1 days?**				
1391		Review Chanimal plan-o-gram samples	1 day				
1392		Eliminate non-applicable pages	0.1 days				
1393		Create Website text in Word, route and approve all text (need 100% finished text)	2 days				
1394		Submit all logos, graphics, charts, attachments, videos, etc.	0.5 days				
1395		Find 5 Websites that you like & circle the elements you want	0.5 days				
1396		Register Domain Name (recommend www.startlogic.com or www.hostway.com (for support and longevity))	1 day?				
1397		Select ISP (do not recommend own servers, consider www.startlogic.com)	0.5 days				
1398		Create a mock up home page and secondary pages - template	2 days				
1399		Finalize design template	0.5 days				
1400		Flow the text and proof each page	3 days				

ID	ⓘ	Task Name	Duration	T	W	T	F
1401		Route and edit	1 day				
1402		Setup e-commerce & proof (if applicable)	0.5 days				
1403		Setup affiliate links, portal links, etc. (if applicable)	1 day?				
1404		Add metatags, titles, headings, etc. in prep for SEO	0.5 days				
1405		Finalize website and sign-off	0.5 days				
1406		**SEO (many concepts from WilsonWeb.com)**	**1 day?**				
1407		Review samples of SEO report	1 day?				
1408		Set objectives (top 5 position, page rank, traffic goals)	1 day?				
1409		**Fix navigation / Plan-o-gram (spider friendly)**	**1 day?**				
1410		See page optimization for content topics	1 day?				
1411		**Review the Chanimal plan o gram sample**	**1 day?**				
1412		**Delete the pages you don't need**	**1 day?**				
1413		Most will be support, keep all product info together	1 day?				
1414		Add additional product pages (one product is part of the sample	1 day?				
1415		Review load times	1 day?				
1416		**Key words and phrases**	**1 day?**				
1417		Check web stats to see what keywords brought people to site	1 day?				
1418		**View list of keywords used by competitors**	**1 day?**				
1419		Put these in the spreadsheet template	1 day?				
1420		Brainstorm and check Google Analysitc sfor 25 - 50 keywords more words/phrases that represent your site/product	1 day?				
1421		List additional keywords from website analytics and log files (words used to find you previously)	1 day?				
1422		**Determine search frequency for your keywords and competitors**	**1 day?**				
1423		adwords.google.com	1 day?				
1424		http://inventory.overture.com/d/searchinventory/suggestion/	1 day?				
1425		www.wilsonweb.com/afd/wordtracker.htm	1 day?				
1426		Use Spyfu.com, KeywordSpy.com or Semrush.com to find competitors adwords and keywords	1 day?				
1427		List the most searched on words	1 day?				
1428		Decide which will be the most competitive (and if you want to go after them, prioritize)	1 day?				
1429		**Determine current site ranking**	**1 day?**				
1430		www.alexa.com (get your alexa ranking)	1 day?				
1431		www.marketleap.com/verify/	1 day?				
1432		Webposition (now from www.webtrends.com)	1 day?				
1433		Trellian SEO Toolkit	1 day?				
1434		Bruce Clay's SEOToolSet	1 day?				
1435		List the inbound links for you and competitors	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
1436		Now you have the managerial info to decide the key words and phrases to use	1 day?				
1437		Pick the top 15 you want to own (250 characters total). Add these words to the title, sub and URL	1 day?				
1438		**Make Webpages Search Engine Friendly**	**1 day?**				
1439		Clarity of the 1) Title, 2) description, metatags,3) headings,4) body text, 5) hyperlink text (keyword metatags are not as importan	1 day?				
1440		Pattern of links to your domain name (quantity, quality, context)	1 day?				
1441		Age of domail URL, age of links to your site (older the better), length on site	1 day?				
1442		**Maximize…**	**1 day?**				
1443		Title. Most important element is the webpage title (found on TOP of Blue window)	1 day?				
1444		Description. A descriptive metatage. No more than 250 characters. Rich in keywords, describe site)	1 day?				
1445		**Keywords. A metatage. Google doesn't use now, but Yahoo and others do. Less than 250 "characters"**	**1 day?**				
1446		Use commas between words (used by Yahoo)	1 day?				
1447		Headings. H1, H2, H2 in HTML. Next priority. CSS are not read--so use heading tags.	1 day?				
1448		body text. Content is finally king.	1 day?				
1449		**Submit to Search Engines**	**1 day?**				
1450		Submit to top 3 (Google, Yahoo! Search, MSN Search). Most of the others pull from them. Try next 7 if desired.	1 day?				
1451		Submit home page only - every other page should be linked.	1 day?				
1452		Do NOT use frames. They often do not get indexed by the engines at all.	1 day?				
1453		Do NOT reply on Flash or JavaScript Menus. Include text links on the bottom, or to a site map that finds everything else.	1 day?				
1454		Do NOT use a splash page with a text link to bypass it and get to the home page. Spiders will get stuck.	1 day?				
1455		Database driven sites need URL rewriting, HTML links, GoogleSiteMaps, etc. to be indexed properly (especially w/a ?)	1 day?				
1456		Consider Goodle Sitemap Generator (www.tarrantit.com/GoogleSiteMap/) if a database site (750 pages or less)	1 day?				
1457		**Links Strategy - Get links to your site**	**1 day?**				
1458		From industry hubs (highest rated sites)	1 day?				
1459		Number of Incoming links (more incoming, higher the rank)	1 day?				
1460		Relevance of the linking site (similar content sites, not generic)	1 day?				
1461		Determines Google PageRank (www.google.com/technology/). Google toolbar helps show these.	1 day?				
1462		**Evaluate linking pattern to your site and competitor's sites (to see if you show up higher)**	**1 day?**				
1463		www.linkpopularity.com (free site)	1 day?				
1464		www.marketleap.com/publinkpop (free site)	1 day?				
1465		OptiLink Link Reputation Analyzer - finds hubs, interlinks, etc. so you know who you want links from	1 day?				
1466		**Get listed in directories (FREE is good)**	**1 day?**				
1467		Yahoo! Directory (dir.yahoo) cost $299 year. Good, if in your budget.	1 day?				
1468		dmoz.com (free, should get in this - be patient, volunteers)	1 day?				
1469		Business.com (links to business sites	1 day?				
1470		Trade association directories (software publishing association, etc.)	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
1471		Avoid link farms - non-meaningful random links get discounted (especially don't link to them!)	1 day?				
1472		Avoid submission software (main 3 dominate, some are link farms, some are e-mail opt-in lists)	1 day?				
1473		Don't link to a site you wouldn't recommend (no trash reciprocal linking - ignore requests)	1 day?				
1474		Send personal e-mails or call sites you want to be linked to (alliances). Persist--we're all busy.	1 day?				
1475		Allow other sites to link to your content (an article, a video, etc.) - this will get the link	1 day?				
1476		Submit a press release (PRWebDirect, PRWEB.com, etc.). Link engines will pick it up and follow it back to your site	1 day?				
1477		Offer an award logo (I.e., Chanimal award. Their link back to you will get you traffic)	1 day?				
1478		Setup an affiliate program. The banners and text links will lead traffic back to you.	1 day?				
1479		Develop a free service. Content, database, calculator, etc. - others will link to it.	1 day?				
1480		Create a business blog. WordPress.org is a source. Content will be indexed.	1 day?				
1481		Build an online forum to get sticky visitors and indexed context.	1 day?				
1482		Build lots of content. Site with the most pages increases hits.	1 day?				
1483		**Web page optimization**	**1 day?**				
1484		Put one main topic for each page (easier for search spiders to categorize)	1 day?				
1485		Break long pages into shorter one topic pages	1 day?				
1486		**Don't Get banned**	**1 day?**				
1487		Don't repeate same keywords without variation	1 day?				
1488		Do not hide text (same color as background) - kiss of death	1 day?				
1489		Do not create pages with duplicate content or mirrored sites	1 day?				
1490		**Upload trials to popular download sites (if applicable)**	**1 day?**				
1491		ZDNet.com	1 day?				
1492		Download.com	1 day?				
1493		BestDownload.com	1 day?				
1494		TopShareWare.com	1 day?				
1495		CNET.com	1 day?				
1496		Tuscows.com	1 day?				
1497		**On-line Omsbudsman**	**1 day?**				
1498		Review the official online spokesperson role (escalate anything negative)	1 day?				
1499		Review ethics of online posting - discreet, but nothing embarrasing if found to work for the company	1 day?				
1500		Ensure familiar with company website and product category	1 day?				
1501		Determine unique features of your product or service	1 day?				
1502		List 3-4 things that are so unique, ONLY your product could qualify	1 day?				
1503		**Create a list of questions you can post**	**1 day?**				
1504		Rule: EVERY question we post is from this pre-approved list	1 day?				
1505		Every question is short. We want THEM to do the work	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
1506		Identify all forums and blogs that talk about our product/service (top 50)	1 day?				
1507		Paste the URL of these forums within the On-line Ombudsman spreadsheet (Chanimal)	1 day?				
1508		**Have Chanimal ireview the top 10 to ensure we are on right track**	**1 day?**		◆		
1509		Make sure to list the forum name and catetory	1 day?				
1510		Find the number of users and/or threads for forum (determines how active it it)	1 day?				
1511		Later, you will rate each forum 1-5 (1 time/week or 5 times/week)	1 day?				
1512		Create three personas (research, expert, company). Start w/research	1 day?				
1513		Create a single name to use on ALL forums-research only (make unique). Can search Google to find posts	1 day?				
1514		Create a Hotmail e-mail account to correspond to the name (can transfer to others if job transfers)	1 day?				
1515		Register on each forum prior to making first post	1 day?				
1516		Search each forum to see if similar post exist (if yes, respond, if no post)	1 day?				
1517		Bump forums where we have posted and it hasn't been responde (pulls it to top of forum again)	1 day?				
1518		Determine best forums, re-group to determine expert posting opportunities	1 day?				
1519		**Daily Participation - 1 hour per day**	**1 day?**		◆		
1520		Introduce applicable topics	1 day?				Intern1
1521		Post questions to see if anyone knows of our software or type of software, respond to own question later	1 day?				Intern1
1522		Respond to any topics with reference to our product	1 day?				Intern1
1523		Seek to create categories to address needs our product solves	1 day?				Intern1
1524		Discover any negative product comments & respond positively	1 day?				Intern1
1525		Identify any potentially harmfull comments requiring official response - refer to Management	1 day?				Intern1
1526		Ghost write positive product reviews	1 day?				**Intern**
1527		**Paid Advertisements**	**1 day?**		◆		
1528		**Search Engine Ads**	**1 day?**		◆		
1529		Google Adwords	1 day?				
1530		Business.com	1 day?				
1531		CNET download.com	1 day?				
1532		**Tech Specific Websites**	**1 day?**		◆		
1533		Kim Commando	1 day?				
1534		Tom's Hardware	1 day?				
1535		Motherboards.org	1 day?				
1536		Digital Daily	1 day?				
1537		LegitReviews	1 day?				
1538		Active-Hardware	1 day?				
1539		PC Stats	1 day?				
1540		TopTenReviews	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
1541		Tech.MSN.com	1 day?				
1542		Cnet	1 day?				
1543		SuperKids	1 day?				
1544		Download.com	1 day?				
1545		ChildrenSoftware.com	1 day?				
1546		ITReviews.com	1 day?				
1547		Worldvillage.com	1 day?				
1548		ConsumerSearch	1 day?				
1549		TheSoftwareNetwork.com	1 day?				
1550		TechnologyEvaluation.com	1 day?				
1551		alaTEST.com	1 day?				
1552		**Pay Per Click**	**1 day?**				
1553		Business.com	1 day?				
1554		Bidvertiser.com	1 day?				
1555		Create promotion landing pages	1 day?				
1556		**E-commerce system**	**1 day?**				
1557		Determine in-house or external service (Yahoo, etc.)	1 day?				
1558		Setup Opt-in list for content	1 day?				
1559		Setup On-line forum for community (see www.sonymediasoftware.com/forums (over 37k posts))	1 day?				
1560		Website statistics reports	1 day?				
1561		Setup online research - on-line surveys (to prioritize product features and get feedback)	1 day?				
1562		Setup Search engine	1 day?				
1563		Setup industry resource to establish credibility (www.mrhvac.com, chanimal.com)	1 day?				
1564		**Direct response**	**1 day?**				
1565		Determine objectives	1 day?				
1566		Determine target audience	1 day?				
1567		Determine type (direct mail, direct e-mail)	1 day?				
1568		Find list (alliances, list brokers)	1 day?				
1569		**Create direct mail piece**	**1 day?**				
1570		Copywriting (persuaisve format)	1 day?				
1571		Determine promotion	1 day?				
1572		Graphic design	1 day?				
1573		**Create landing page**	**1 day?**				
1574		Review sample landing pages	1 day?				
1575		Review articles on effective landing pages	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
1576		Create multi-form landing pages	1 day?				
1577		**Mailing/Direct e-mail**	**1 day?**				
1578		Secure postage initia for campaign (or stamps if smaller)	1 day?				
1579		Mail piece	1 day?				
1580		Measure response	1 day?				
1581		**Advertising**	**1 day?**				
1582		**Online Ads**	**1 day?**				
1583		Google Ads	1 day?				
1584		Other Ad locations	1 day?				
1585		Follow SEO process to determine key words (above)	1 day?				
1586		Place ads	1 day?				
1587		Measure results and refine	1 day?				
1588		**Print**	**1 day?**				
1589		Determine objectives	1 day?				
1590		Review competitor's campaigns (if any) - Adscope, personal clippings	1 day?				
1591		**Determine the target audience - buyer and influencers**	**1 day?**				
1592		Decision maker (IT Director, VP Sales, CEO, etc.)	1 day?				
1593		Influencers (IT (will it integrate), users)	1 day?				
1594		Veto - Objections (CFO, budgets, users)	1 day?				
1595		Create a profile of the target per pub type	1 day?				
1596		Determine if you will use a matching, divergent or combined approach	1 day?				
1597		**Determine budget (based on ROI)**	**1 day?**				
1598		Industry ratios (10-20% on marketing)	1 day?				
1599		Cost per placement, Expected # leads/ad, Avg Rev/Sale, Close %, = projected revenue, ratio	1 day?				
1600		**Media selection**	**1 day?**				
1601		Order trade or reseller pubs	1 day?				
1602		Review demographics and editorial schedules	1 day?				
1603		Select media, get rate cards and make proposed media schedule	1 day?				
1604		**Create ad concept, copy and design (use Z format, direct response w/offer)**	**1 day?**				
1605		Decide ad size	1 day?				
1606		Ad concept	1 day?				
1607		Ad copy	1 day?				
1608		Determine promotions, direct response - order promo items/setup	1 day?				
1609		Unique URL/Phone - Setup	1 day?				
1610		Ad design w/look and feel	1 day?				

ID	ⓘ	Task Name	Duration	T	W	T	F
1611		Determine frequency	1 day?				
1612		Media Buying: Negotiate and place ads (review 24 negotiation techniques on Chanimal)	1 day?				
1613		Create on-line ad response landing page & mini-portal	1 day?				
1614		Tracking & ROI: Ensure a lead dissemination and follow-up system is in place	1 day?				
1615		Campaign Eval: Review ad response, evaluate and report	1 day?				
1616		**Radio**	**1 day?**				
1617		Consider ads on tech specific shows (like Kim Commando)	1 day?				
1618		**Television**	**1 day?**				
1619		Consider tech specific shows (like Tech View, etc.)	1 day?				
1620		**Event marketing**	**1 day?**				
1621		Determine objectives (leads, pr, sell, intelligence, resellers, recruit)	1 day?				
1622		Determine target audience (end users, resellers, alliances)	1 day?				
1623		Research and compile all events (national, international and regional that meet criteria)	1 day?				
1624		Review all event dates against product launch schedules	1 day?				
1625		Determine to attend, exhibit ourselves, or work inside alliance booth (Matrix)	1 day?				
1626		Determine trade show coordinator	1 day?				
1627		**Create event calendar & budget**	**1 day?**				
1628		Review competitive event schedule	1 day?				
1629		Consider alliance event schedule	1 day?				
1630		**Budget**	**1 day?**				
1631		**Capital: Booth, Stands, Equipment**	**1 day?**				
1632		Booth	1 day?				
1633		Stands	1 day?				
1634		Equipment (Monitor, speakers)	1 day?				
1635		Containers	1 day?				
1636		Display items	1 day?				
1637		Crate	1 day?				
1638		Booth shirts w/Logos	1 day?				
1639		Booth space cost	1 day?				
1640		Booth & Supply Transportation	1 day?				
1641		Collateral (product slicks)	1 day?				
1642		Personal Transportation (flights, taxis, parking)	1 day?				
1643		Food	1 day?				
1644		Signage	1 day?				
1645		Give-away items (portable DVD, Aero-Props)	1 day?				

ID	ℹ	Task Name	Duration	T	W	T	F
1646		**Rental items**	**1 day?**				
1647		Carpet	1 day?				
1648		Tables (if not included)	1 day?				
1649		Chairs (2)	1 day?				
1650		Badge Scanner	1 day?				
1651		Determine booth size	1 day?				
1652		Sign-up for events	1 day?				
1653		**Create booth & trade-show kit**	**1 day?**				
1654		Consider booth type (pop up or hard booth)	1 day?				
1655		Graphics	1 day?				
1656		Stands	1 day?				
1657		Power Cords	1 day?				
1658		Monitor	1 day?				
1659		Speaker w/headset	1 day?				
1660		Mini-carpet sweeper	1 day?				
1661		Containers to ship	1 day?				
1662		**Create trade show collateral**	**1 day?**				
1663		**Product slick**	**1 day?**				
1664		Copy	1 day?				
1665		Design	1 day?				
1666		Print	1 day?				
1667		**Determine show promotion**	**1 day?**				
1668		Single give-away (portable DVD player)	1 day?				
1669		General give-away (Aero-Props w/Name) www.aero-motion.com (neon plastic)	1 day?				
1670		Promo sign	1 day?				
1671		**Trade Show Lead form**	**1 day?**				
1672		Create separate form for each event (see Chanimal sample)	1 day?				
1673		**Post Show**	**1 day?**				
1674		Import or enter leads into database	1 day?				
1675		Sales follow-up calls	1 day?				
1676		Evaluation and ROI calculation	1 day?				
1677		**Collateral**	**1 day?**				
1678		Price list and matrix	1 day?				
1679		Customer PowerPoint's	1 day?				
1680		Reseller (program) PowerPoint's	1 day?				

ID	ℹ	Task Name	Duration	tember			
				T	W	T	F
1681		Alliance PowerPoint's	1 day?				
1682		Alliance kit	1 day?				
1683		Product demo script	1 day?				
1684		Folders	1 day?				
1685		Product packaging	1 day?				
1686		Product slick	1 day?				
1687		**Sell sheet (if using resellers/distribution)**	**1 day?**				
1688		Product name	1 day?				
1689		MSRP (for markup)	1 day?				
1690		Anticipated Street Price	1 day?				
1691		Platform	1 day?				
1692		Category	1 day?				
1693		Product overview	1 day?				
1694		Market Size/Potential/Demographics	1 day?				
1695		Competitive Position	1 day?				
1696		Company or Product Awards	1 day?				
1697		Projected Rate of Sales	1 day?				
1698		Launch Outline	1 day?				
1699		Ordering Information	1 day?				
1700		System Specs	1 day?				
1701		Company Background	1 day?				
1702		Contacts	1 day?				
1703		Family brochure (if needed)	1 day?				
1704		Press reprints	1 day?				
1705		Customer testimonials (booklet)	1 day?				
1706		Demo CD-ROM / Video	1 day?				
1707		Case Studies	1 day?				
1708		White paper	1 day?				
1709		Sample RFI and RFQ templates	1 day?				
1710		Competitive matrix (sales version)	1 day?				
1711		3rd Party add-on book (once alliances kick in)	1 day?				
1712		Branded give-away items	1 day?				
1713		Reviewer's guide	1 day?				
1714		Hi-res pictures of key executives, products	1 day?				
1715		Logo usage guidelines	1 day?				

ID	ⓘ	Task Name	Duration	S	S	M	T
1		**High-level plan of action**	**8 days?**				
2		Conduct initial internal assessment (current product, systems, capabilities)	0.5 days				
3		**Deliverables**	**3 days?**				
4		Org Chart - who does what?	1 day?				
5		Existing business/marketing plans, budgets	1 day?				
6		Passwords into existing portal, software, etc.	1 day?				
7		Create detailed plan of action, time, dates	4 days				
8		Meet with team to review deliverables, timelines, delegation	0.25 days				
9		Meet to collaborate and divide strategic marketing work	0.25 days				
10		**Initial Internal Assessment - Sequence**	**8.1 days?**				
11		**Operational**	**1 day?**				
12		HR - Intern	1 day?				
13		Org Chart w/trip wires	1 day?				
14		Budgets	1 day?				
15		**Product**	**1.35 days?**				
16		Positioning & Articulation	1 day?				
17		Competitive matrix, alternatives, business case	0.25 days				
18		Product Definition	1 day?				
19		Product Naming	1 day?				
20		Company Naming	1 day?				
21		Roadmap	1 day?				
22		Logo & Brand identity	0.1 days				
23		Website	1 day?				
24		**Pricing**	**2 days?**				
25		Product & Pricing Dialogs	1 day?				
26		Reseller Margins	1 day?				
27		**Placement**	**2 days?**				
28		Direct	1 day?				
29		Indirect channel	1 day?				
30		Alliances	1 day?				
31		Affiliate program	1 day?				
32		**Promotions**	**6 days?**				
33		Online SEO	1 day?				
34		Blog	1 day?				
35		PR & Online ombudsman	1 day?				