




ID	Task Name	Duration	% Done	ber	
				T	W
1	Promotion	1 day?	0%		
2	PR	1 day?	0%		
3	Setup	1 day?	0%		
4	Create and sign-off on company positioning statements (umbrella statements) - see positioning above	1 day?	0%		
5	Create 3-5 key company talking points	1 day?	0%		
6	Create and sign-off on product positioning statements	1 day?	0%		
7	Create 3-5 key product talking points	1 day?	0%		
8	Create company backgrounder	1 day?	0%		
9	Internal media training - talking points, what to say, "quotables," etc.	1 day?	0%		
10	Establish procedures and policies (flaming, spokesperson, routing)	1 day?	0%		
11	Establish and solidify crisis management approach	1 day?	0%		
12	Key executive and product pictures	1 day?	0%		
13	Determine PR objectives & measurement	1 day?	0%		
14	Positive company image	1 day?	0%		
15	Positive product launch	1 day?	0%		
16	Favorable product reviews	1 day?	0%		
17	Manage, mitigate, eliminate poor product reviews	1 day?	0%		
18	Obtain favorable coverage from key analysts and consultants	1 day?	0%		
19	External PR - Hire PR firm - Option 1	1 day?	0%		
20	Internal PR - Option 2 (or augment internal w/agency)	1 day?	0%		
21	Read Marcom/PR sections on Chanimal.com	1 day?	0%		
22	Read PR PDF from Chanimal	1 day?	0%		
23	Build target list, database and calendar	1 day?	0%		
24	Identify target audience (prospects (Sales, IT, CEO), analyst, press)	1 day?	0%		
25	Identify and compile industry influencers, compile backgrounds	1 day?	0%		
26	Industry analyst	1 day?	0%		
27	Industry consultants	1 day?	0%		
28	Industry organizations	1 day?	0%		
29	Identify and compile target publications	1 day?	0%		
30	Trade publications	1 day?	0%		
31	On-line publications	1 day?	0%		
32	National business publications	1 day?	0%		
33	User groups	1 day?	0%		
34	Newsletters	1 day?	0%		
35	Beta testing groups	1 day?	0%		
36	Identify target trade events	1 day?	0%		

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37	Compile contacts	1 day?	0%		
38	Compile calendars	1 day?	0%		
39	Get speaker topics and submissions for speakers	1 day?	0%		
40	Calendar - Compile editorial schedules of target pubs, analysts and buyer's guides	1 day?	0%		
41	Consider myedcals.com to compile this list by editorial articles	1 day?	0%		
42	Get a copy of the Chanimal samples of completed editorial calendars	1 day?	0%		
43	Log into myedcals.com	1 day?	0%		
44	Learn how to do quiries including using wild cards, etc.	1 day?	0%		
45	Determine which words or pharses you will search on (consider website key words)	1 day?	0%		
46	Do your searching using each word or phrase	1 day?	0%		
47	Select ALL after each search and export the results to a spreadsheet.	1 day?	0%		
48	Save each spreadsheet with the name of the search word used	1 day?	0%		
49	You may end up with 10 plus spreadsheets.	1 day?	0%		
50	Add a column to each different sheet for you to record the name used for each search.	1 day?	0%		
51	Copy the word(s) used down the column for each results (article one: video, article 2: video)	1 day?	0%		
52	Create a master spreadsheet and copy the results of each search spreadsheet to combine results	1 day?	0%		
53	De-duplicate the list. Exclude the column that tells what search word was used (or duplicates will not de-dup)	1 day?	0%		
54	Create a new column on the far left called RATING.	1 day?	0%		
55	Rate each article A, B, C, or X. A=obvious, B=possible, C=maybe, X=no way	1 day?	0%		
56	Remember to save a few copies with different names in case you make a mistake	1 day?	0%		
57	Sort the entire list by Rating.	1 day?	0%		
58	Delete all the X's (those that obviously don't apply)	1 day?	0%		
59	Route the list to Chanimal or an internal contact to review and change ratings if needed	1 day?	0%		
60	Sort the entire list by deadline date	1 day?	0%		
61	Now ready to start working the "reactive" press opportunities	1 day?	0%		
62	Follow the next steps for a reviewer's guid	1 day?	0%		
63	Start the reactive campaigning (e-mail editors 3-4 months prior to deadline date)	1 day?	0%		
64	When they respond, route responded to Chanimal to review and help with response	1 day?	0%		
65	Create a color system to identify when you have emailed, called, waiting for response	1 day?	0%		
66	Code negative or "not a fit" responses red, green if doing a review, blue if sent a press release, etc.	1 day?	0%		
67	Submit a copy of the worksheet as part of the weekly PR report	1 day?	0%		
68	Create reviewer's guide w/ product package (folder, reviews, sell sheets, contacts)	1 day?	0%		
69	See Chanimal samples, also Google for reviewers guide	1 day?	0%		
70	Reactive campaigning	1 day?	0%		
71	Submit product for articles within timelines	1 day?	0%		
72	Submit products for review, and manage review process	1 day?	0%		

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73	Proactive campaigning	1 day?	0%		
74	Investigate, then contact Analyst and setup up interviews with executive management	1 day?	0%		
75	Conduct Analyst interviews (with talking points)	1 day?	0%		
76	Follow-up, understand analysts take, quadrant on positioning grids	1 day?	0%		
77	Follow-up with executives to help them maintain contact w/press as "experts"	1 day?	0%		
78	Issue press release	1 day?	0%		
79	Setup press tour (preferably at trade events)	1 day?	0%		
80	Arrange schedule & location	1 day?	0%		
81	Determine participants	1 day?	0%		
82	Book and interview	1 day?	0%		
83	Trade show events	1 day?	0%		
84	Submit executives as expert speakers at events	1 day?	0%		
85	Hold press conference (press kits)	1 day?	0%		
86	Write ghost stories and submit to freelance writers	1 day?	0%		
87	Create white papers - validating your unique value	1 day?	0%		
88	Review white paper samples and templates (Chanimal)	1 day?	0%		
89	Select topic(s)	1 day?	0%		
90	Source (internal or external (www.thatwhitepaperguy.com))	1 day?	0%		
91	Post on website (require contact information)	1 day?	0%		
92	Post on 6 free sites (see www.thatwhitepaperguy.com)	1 day?	0%		
93	Decide if will post with Knowledgestorm, etc.	1 day?	0%		
94	Produce and place reference case and success stories	1 day?	0%		
95	Review case study samples and templates (Chanimal)	1 day?	0%		
96	Select topic	1 day?	0%		
97	Select accounts	1 day?	0%		
98	Contact and committ accounts	1 day?	0%		
99	Write case study (internal or outsource)	1 day?	0%		
100	Post completed white paper on website	1 day?	0%		
101	On-line ombudsman - monitoring/response (SIGS/Forums/Websites/Usenet) - see Online Marketing section	1 day?	0%		
102	Follow-up and Tracking	1 day?	0%		
103	Read all reviews & correct mistakes	1 day?	0%		
104	Send corrections to editors	1 day?	0%		
105	Setup internal systems	1 day?	0%		
106	Clipping service and process	1 day?	0%		
107	Setup press clip books, bulletin board	1 day?	0%		
108	Internal, sales and reseller dissemination of press clips	1 day?	0%		

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109	On-line press room - password protected	1 day?	0%		
110	Quarterly compilation, media quality quotient analysis, re-group	1 day?	0%		
111	# of publications announcing, first-look, features, user groups, evals distributed	1 day?	0%		
112	Ongoing - update reviewer database, update product reviewer's guide	1 day?	0%		