

ID	Task Name	Duration	Start	Finish
1	High-level plan of action	8 days?	Wed 9/3/03	Fri 9/12/03
2	Conduct initial internal assessment (current product, systems, capabilities)	0.5 days	Wed 9/3/03	Wed 9/3/03
3	Deliverables	3 days?	Wed 9/3/03	Mon 9/8/03
4	Org Chart - who does what?	1 day?	Wed 9/3/03	Thu 9/4/03
5	Existing business/marketing plans, budgets	1 day?	Thu 9/4/03	Fri 9/5/03
6	Passwords into existing portal, software, etc.	1 day?	Fri 9/5/03	Mon 9/8/03
7	Create detailed plan of action, time, dates	4 days	Mon 9/8/03	Fri 9/12/03
8	Meet with team to review deliverables, timelines, delegation	0.25 days	Fri 9/12/03	Fri 9/12/03
9	Meet to collaborate and divide strategic marketing work	0.25 days	Fri 9/12/03	Fri 9/12/03
10	Initial Internal Assessment - Sequence	2.75 days?	Wed 9/3/03	Fri 9/5/03
11	Operational	1 day?	Wed 9/3/03	Wed 9/3/03
12	Product	1 day?	Wed 9/3/03	Wed 9/3/03
13	Competitive Information - mgmt assessment	0.25 days	Wed 9/3/03	Wed 9/3/03
14	Roadmap	1 day?	Wed 9/3/03	Thu 9/4/03
15	Current business materials	0.1 days	Thu 9/4/03	Thu 9/4/03
16	Pricing	0.1 days	Thu 9/4/03	Thu 9/4/03
17	Plans - compile and review	0.1 days	Thu 9/4/03	Thu 9/4/03
18	Placement	1 day?	Thu 9/4/03	Fri 9/5/03
19	Promotions	0.1 days	Fri 9/5/03	Fri 9/5/03
20	Sales Collateral - compile and file	0.1 days	Fri 9/5/03	Fri 9/5/03
21	Operations	3.1 days?	Fri 9/5/03	Wed 9/10/03
22	Budget - review current, establish new budget based on plan, financing & tripwires	1 day	Fri 9/5/03	Mon 9/8/03
23	Org Chart - current and future in phases	1 day?	Mon 9/8/03	Tue 9/9/03
24	Hire Intern(s) if applicable	1 day?	Mon 9/8/03	Tue 9/9/03
25	Review existing policies, processes	0.1 days	Tue 9/9/03	Tue 9/9/03
26	Solidify objectives	1 day?	Tue 9/9/03	Wed 9/10/03
27	Strategy	#####	Wed 9/3/03	Thu 9/18/03
28	Marketing Plan (items "unique" to plan not covered below)	7.2 days?	Wed 9/3/03	Fri 9/12/03
29	Situational Analysis	2 days?	Wed 9/3/03	Thu 9/4/03
30	Define our current and future space - categorize our space	1 day	Wed 9/3/03	Wed 9/3/03
31	Market Environment	2 days?	Wed 9/3/03	Thu 9/4/03
32	Economic conditions, growth, analysis	0.25 days	Wed 9/3/03	Wed 9/3/03
33	Social & Political issues	0.25 days	Wed 9/3/03	Wed 9/3/03
34	Competitive Analysis (product/market/mgmt/financing/distribution)	2 days?	Wed 9/3/03	Thu 9/4/03
35	Define our exact market space	1 day	Thu 9/4/03	Thu 9/4/03
36	Review each major competitor - below in PM	1 day?	Wed 9/3/03	Wed 9/3/03

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37	Technological issues	0.5 days	Wed 9/3/03	Wed 9/3/03
38	What existing systems do we need to integrate	0.5 days	Wed 9/3/03	Wed 9/3/03
39	Determine market size	2 days	Wed 9/3/03	Thu 9/4/03
40	Compile list of top 10/25/100/1000 Prospects	1 day	Wed 9/3/03	Wed 9/3/03
41	Determine market segments	1 day	Thu 9/4/03	Thu 9/4/03
42	Organizational Strategy	1 day	Fri 9/5/03	Fri 9/5/03
43	Consolidation strategy - review and confirm	0.5 days	Fri 9/5/03	Fri 9/5/03
44	Growth strategy	0.4 days	Fri 9/5/03	Fri 9/5/03
45	Market penetration	0.1 days	Fri 9/5/03	Fri 9/5/03
46	Product development	0.1 days	Fri 9/5/03	Fri 9/5/03
47	Market development	0.1 days	Fri 9/5/03	Fri 9/5/03
48	Diversification	0.1 days	Fri 9/5/03	Fri 9/5/03
49	Determine growth potential (adoption cycle of market)	0.1 days	Fri 9/5/03	Fri 9/5/03
50	Goals and forecast	4.2 days	Mon 9/8/03	Fri 9/12/03
51	Set goals for market share	0.1 days	Mon 9/8/03	Mon 9/8/03
52	Establish sales unit forecast	0.5 days	Mon 9/8/03	Mon 9/8/03
53	Initial pricing SWAG - shortcut initial pricing	3.1 days	Mon 9/8/03	Thu 9/11/03
54	Review competitor's pricing	1 day	Mon 9/8/03	Tue 9/9/03
55	Review like product pricing	1 day	Tue 9/9/03	Wed 9/10/03
56	Review current pricing	0.1 days	Wed 9/10/03	Wed 9/10/03
57	Review initial build-own cost	0.5 days	Wed 9/10/03	Thu 9/11/03
58	Set initial pricing grid for sales forecasting	0.5 days	Thu 9/11/03	Thu 9/11/03
59	Establish sales revenue forecast (after pricing is completed)	0.5 days	Thu 9/11/03	Fri 9/12/03
60	Initial product and division positioning	0.5 days	Fri 9/12/03	Fri 9/12/03
61	Initial naming - use code name, not finalized	0.25 days	Fri 9/12/03	Fri 9/12/03
62	Complete draft of plan (includes multiple items below)	3 days	Fri 9/12/03	Wed 9/17/03
63	Team meeting to review marketing plan & sign-off/revise	0.5 days	Wed 9/17/03	Thu 9/18/03
64	Product	41 days?	Wed 9/3/03	Wed 10/29/03
65	Review current product - learn to install, use & demo	0.5 days	Wed 9/3/03	Wed 9/3/03
66	Initial high-end roadmap review - wasn't one	0.5 days	Wed 9/3/03	Wed 9/3/03
67	Product Definition	41 days?	Wed 9/3/03	Wed 10/29/03
68	Review and document fixes to existing product	0.1 days	Wed 9/3/03	Wed 9/3/03
69	Bug fixes	0.1 days	Wed 9/3/03	Wed 9/3/03
70	Usability fixes	0.1 days	Wed 9/3/03	Wed 9/3/03
71	Review Competition (product/market/mgmt/financing/distribution)	6.6 days?	Wed 9/3/03	Thu 9/11/03
72	Review existing competitive info, create detailed product comparative matrix	2 days	Wed 9/3/03	Thu 9/4/03

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73	Review competitive matrix samples	1 day?	Wed 9/3/03	Wed 9/3/03
74	Determine all competitors in space	6.6 days?	Wed 9/3/03	Thu 9/11/03
75	Sources	4.6 days	Fri 9/5/03	Thu 9/11/03
76	Hoovers/D&B	0.1 days	Fri 9/5/03	Fri 9/5/03
77	Internet - Website, releases, etc.	1 day	Fri 9/5/03	Mon 9/8/03
78	Consultants	1 day	Mon 9/8/03	Tue 9/9/03
79	Trade publications	1 day	Tue 9/9/03	Wed 9/10/03
80	Trade organizations	0.5 days	Wed 9/10/03	Wed 9/10/03
81	Analysts	1 day	Wed 9/10/03	Thu 9/11/03
82	Individual Competitive assessment & report	1 day?	Wed 9/3/03	Wed 9/3/03
83	Evaluate product, price, distribution & sales, promotions, alliances, OEM's, suppliers	1 day?	Wed 9/3/03	Wed 9/3/03
84	Key competitors	1 day?	Wed 9/3/03	Wed 9/3/03
85	Evaluate potential alliances we have to work with (product/marketing)	1 day?	Wed 9/3/03	Wed 9/3/03
86	Includes integration needs, complementary add-ons, similar accounts	1 day?	Wed 9/3/03	Wed 9/3/03
87	Define and categorize features	1 day	Wed 9/3/03	Wed 9/3/03
88	Compile, review and prioritize all A, B, C features	4 days	Wed 9/3/03	Mon 9/8/03
89	Internal review of A, B, and C (release 1,2,3) features	0.5 days	Wed 9/3/03	Wed 9/3/03
90	Update feature descriptions so we can review them w/prospects	0.5 days	Wed 10/15/03	Wed 10/15/03
91	Export feature list to proper format	0.1 days	Wed 10/15/03	Wed 10/15/03
92	Setup meeting with Prospect - establishes dates	0.25 days	Wed 10/15/03	Wed 10/15/03
93	Determine product development dates	39 days	Wed 9/3/03	Mon 10/27/03
94	High-level estimated time frame for EACH feature	2 days	Mon 10/20/03	Tue 10/21/03
95	Architecture definition - while reviewing features	2 days	Mon 10/20/03	Tue 10/21/03
96	Review times & make feature adjustments - as needed	0.25 days	Wed 10/22/03	Wed 10/22/03
97	Formal sign-off on architecture	0.1 days	Wed 9/3/03	Wed 9/3/03
98	Complete believable schedule (dates for benchmarking test code, beta, gold master)	5 days	Tue 10/21/03	Mon 10/27/03
99	Prospect Pre meeting (build presentation, roadmap slides)	1 day?	Wed 9/3/03	Wed 9/3/03
100	Create PowerPoint Roadmap	0.25 days	Wed 9/3/03	Wed 9/3/03
101	Create questions and agenda - Prospect first, then us	1 day?	Wed 9/3/03	Wed 9/3/03
102	Determine future platform direction (New CIO)	1 day?	Wed 9/3/03	Wed 9/3/03
103	Review his objectives	1 day?	Wed 9/3/03	Wed 9/3/03
104	Review concerns	1 day?	Wed 9/3/03	Wed 9/3/03
105	Review our potential roadmap (Product, HAS)	1 day?	Wed 9/3/03	Wed 9/3/03
106	Get hi-level and detailed feedback on product, relationship	1 day?	Wed 9/3/03	Wed 9/3/03
107	Summarize w/action list	1 day?	Wed 9/3/03	Wed 9/3/03
108	Create presentation	0.5 days	Wed 9/3/03	Wed 9/3/03

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109	Internal review	0.2 days	Wed 9/3/03	Wed 9/3/03
110	Contact Top 50 prospects	1 day?	Wed 9/3/03	Wed 9/3/03
111	Develop questions to ask	1 day?	Wed 9/3/03	Wed 9/3/03
112	Start calling prospect (Intern most, each of us 5 apiece (for exposure))	0.17 days?	Wed 9/3/03	Wed 9/3/03
113	Create matrix of each prospect	1 day?	Wed 9/3/03	Wed 9/3/03
114	Compile their RFP's	1 day?	Wed 9/3/03	Wed 9/3/03
115	Assess market opportunity - % we can penetrate	1 day?	Wed 9/3/03	Wed 9/3/03
116	Review & compare RFP's to our feature list	1 day?	Wed 9/3/03	Wed 9/3/03
117	Feature Pre-Sale, Priority & Validation Stage	5 days	Wed 9/3/03	Tue 9/9/03
118	Setup meetings	1 day	Wed 9/3/03	Wed 9/3/03
119	Create feature list & questions	1 day	Wed 9/3/03	Wed 9/3/03
120	Conduct meetings	5 days	Wed 9/3/03	Tue 9/9/03
121	Meeting de-briefings and feature review	0.5 days	Wed 9/3/03	Wed 9/3/03
122	Prospect Meeting	1 day	Wed 10/29/03	Wed 10/29/03
123	MRD - Market Requirements Document (cover each point)	1 day?	Wed 9/3/03	Wed 9/3/03
124	Include functional capabilities and "use case" scenarios	1 day?	Wed 9/3/03	Wed 9/3/03
125	Include usability requirements	1 day?	Wed 9/3/03	Wed 9/3/03
126	Include performance capacity, speed, concurrency	1 day?	Wed 9/3/03	Wed 9/3/03
127	Include interface/integration requirements w/3rd party hardware and software	1 day?	Wed 9/3/03	Wed 9/3/03
128	Prioritize with a phased roadmap	1 day?	Wed 9/3/03	Wed 9/3/03
129	Finalize & sign-off on product features, dates and start development "D" Day	0.5 days	Mon 10/27/03	Mon 10/27/03
130	New product research (get the direction, narrow it, execute)	2 days?	Wed 9/3/03	Thu 9/4/03
131	Review input (internal staff/engineers, customer, prospects, analyst/consultants, publications)	0.5 days	Wed 9/3/03	Wed 9/3/03
132	Secondary Research	2 days	Wed 9/3/03	Thu 9/4/03
133	Secure and analyze any and all product category reviews	2 days	Wed 9/3/03	Thu 9/4/03
134	Summarize features, review process, good/bad analysis, recommendations	2 days	Wed 9/3/03	Thu 9/4/03
135	Primary Research (Qualitative and Quantitative)	1 day?	Wed 9/3/03	Wed 9/3/03
136	Competitive product dissection, matrix (install, usability, functions, performance,	1 day?	Wed 9/3/03	Wed 9/3/03
137	Installation	1 day?	Wed 9/3/03	Wed 9/3/03
138	Usability (keystroke count, conforms to standards, feature location)	1 day?	Wed 9/3/03	Wed 9/3/03
139	Functions	1 day?	Wed 9/3/03	Wed 9/3/03
140	Performance (capacity, speed, concurrency, timings)	1 day?	Wed 9/3/03	Wed 9/3/03
141	Architecture (platform, language)	1 day?	Wed 9/3/03	Wed 9/3/03
142	Interface (3rd party integration, expandability)	1 day?	Wed 9/3/03	Wed 9/3/03
143	Compile and summarize matrix and detailed descriptions	1 day?	Wed 9/3/03	Wed 9/3/03
144	Internal Engineering/Support/QA/Sales Analysis	1 day?	Wed 9/3/03	Wed 9/3/03

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145	Schedule internal roundtable - discuss problems, resolution, ideas	1 day?	Wed 9/3/03	Wed 9/3/03
146	Create questions, scenarios	1 day?	Wed 9/3/03	Wed 9/3/03
147	Meeting	1 day?	Wed 9/3/03	Wed 9/3/03
148	Summary/Minutes	1 day?	Wed 9/3/03	Wed 9/3/03
149	Current Customer Analysis	1 day?	Wed 9/3/03	Wed 9/3/03
150	Compile and review any existing internal enhancement requests	1 day?	Wed 9/3/03	Wed 9/3/03
151	Roundtable (physical, phone, or webinar)	1 day?	Wed 9/3/03	Wed 9/3/03
152	Setup Meetings) (Manager/Installer/User)	1 day?	Wed 9/3/03	Wed 9/3/03
153	Determine questions (installation, usability, features, performance, compatibility)	1 day?	Wed 9/3/03	Wed 9/3/03
154	Advance survey to attendees	1 day?	Wed 9/3/03	Wed 9/3/03
155	Meetings/calls	1 day?	Wed 9/3/03	Wed 9/3/03
156	Summary	1 day?	Wed 9/3/03	Wed 9/3/03
157	Usability testing - basic review	1 day?	Wed 9/3/03	Wed 9/3/03
158	Determine 4 target users (installer, new, medium, power user)	1 day?	Wed 9/3/03	Wed 9/3/03
159	Create usability scenarios for each type	1 day?	Wed 9/3/03	Wed 9/3/03
160	Recruit users	1 day?	Wed 9/3/03	Wed 9/3/03
161	Usability meeting - observation	1 day?	Wed 9/3/03	Wed 9/3/03
162	Usability summary	1 day?	Wed 9/3/03	Wed 9/3/03
163	Prospect Analysis (Guerilla approach whenever possible - speed & expense)	1 day?	Wed 9/3/03	Wed 9/3/03
164	Investigate any existing surveys, focus groups via analyst and press	1 day?	Wed 9/3/03	Wed 9/3/03
165	Determine approach (focus group, calls, meetings) - Alternatives	1 day?	Wed 9/3/03	Wed 9/3/03
166	Focus groups (3 in different regions (if matters)) - Qualitative	1 day?	Wed 9/3/03	Wed 9/3/03
167	Determine target accounts & individuals to approach	1 day?	Wed 9/3/03	Wed 9/3/03
168	By location	1 day?	Wed 9/3/03	Wed 9/3/03
169	By size	1 day?	Wed 9/3/03	Wed 9/3/03
170	By type	1 day?	Wed 9/3/03	Wed 9/3/03
171	By job title	1 day?	Wed 9/3/03	Wed 9/3/03
172	Determine locations (trade shows, physical, phone, webinar)	1 day?	Wed 9/3/03	Wed 9/3/03
173	Recruit attendees (phone, mail, e-mail, in person)	1 day?	Wed 9/3/03	Wed 9/3/03
174	Book locations	1 day?	Wed 9/3/03	Wed 9/3/03
175	Determine survey and focus group questions	1 day?	Wed 9/3/03	Wed 9/3/03
176	Advance survey to attendees	1 day?	Wed 9/3/03	Wed 9/3/03
177	Conduct focus groups	1 day?	Wed 9/3/03	Wed 9/3/03
178	Summarize meeting findings (re-group between sessions)	1 day?	Wed 9/3/03	Wed 9/3/03
179	Individual formal meetings - alternative (same questions w/summary)	1 day?	Wed 9/3/03	Wed 9/3/03
180	Analyst/Consultant Analysis	1 day?	Wed 9/3/03	Wed 9/3/03

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181	Determine target analysts and consultants to meet with	1 day?	Wed 9/3/03	Wed 9/3/03
182	Determine questions	1 day?	Wed 9/3/03	Wed 9/3/03
183	Setup phone calls, webinar and/or meetings	1 day?	Wed 9/3/03	Wed 9/3/03
184	Conduct meetings	1 day?	Wed 9/3/03	Wed 9/3/03
185	Summarize meeting findings	1 day?	Wed 9/3/03	Wed 9/3/03
186	Survey - Quantitative - to determine prevalence	1 day?	Wed 9/3/03	Wed 9/3/03
187	Determine method	1 day?	Wed 9/3/03	Wed 9/3/03
188	On-line, e-mail or mail survey	1 day?	Wed 9/3/03	Wed 9/3/03
189	Obtain list of target individuals (by location, size, type, job title)	1 day?	Wed 9/3/03	Wed 9/3/03
190	Develop survey questions (have reviewed by Mike)	1 day?	Wed 9/3/03	Wed 9/3/03
191	Send survey	1 day?	Wed 9/3/03	Wed 9/3/03
192	Compile results and summarize/quantify findings	1 day?	Wed 9/3/03	Wed 9/3/03
193	Summarize & publish all research findings - qualitatively and quantitatively	1 day?	Wed 9/3/03	Wed 9/3/03
194	Summarize customer business case	1 day?	Wed 9/3/03	Wed 9/3/03
195	Identify major problems we need to solve	1 day?	Wed 9/3/03	Wed 9/3/03
196	Evaluate which we can solve currently	1 day?	Wed 9/3/03	Wed 9/3/03
197	Evaluate future problems to solve - prioritized	1 day?	Wed 9/3/03	Wed 9/3/03
198	Quantify our savings in \$ and pain	1 day?	Wed 9/3/03	Wed 9/3/03
199	Positioning - Review and finalize	1 day?	Wed 9/3/03	Wed 9/3/03
200	Identify unique value & encapsulate product's competitive positioning	1 day?	Wed 9/3/03	Wed 9/3/03
201	Complete competitive analysis	1 day?	Wed 9/3/03	Wed 9/3/03
202	Review positioning guidelines & Powerpoint	1 day?	Wed 9/3/03	Wed 9/3/03
203	Review sample cast study examples	1 day?	Wed 9/3/03	Wed 9/3/03
204	View the presentation, "How to position your product, de-position your competitors..."	1 day?	Wed 9/3/03	Wed 9/3/03
205	Team meeting to review & brainstorm	1 day?	Wed 9/3/03	Wed 9/3/03
206	Company positioning	1 day?	Wed 9/3/03	Wed 9/3/03
207	Why positioning (who are you, what is unique, how do you compare, what do you do)	1 day?	Wed 9/3/03	Wed 9/3/03
208	Your elevator speech	1 day?	Wed 9/3/03	Wed 9/3/03
209	What promises do our prospects expect from a company like us?	1 day?	Wed 9/3/03	Wed 9/3/03
210	What promises can we keep	1 day?	Wed 9/3/03	Wed 9/3/03
211	Solidify and wordsmith these	1 day?	Wed 9/3/03	Wed 9/3/03
212	Company/Product Tag Line	1 day?	Wed 9/3/03	Wed 9/3/03
213	Types	1 day?	Wed 9/3/03	Wed 9/3/03
214	Descriptive (who are you, what does it do)	1 day?	Wed 9/3/03	Wed 9/3/03
215	Positioning (#1, most, leader, easiest)	1 day?	Wed 9/3/03	Wed 9/3/03
216	Association (an IBM company)	1 day?	Wed 9/3/03	Wed 9/3/03

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217	Brainstorm	1 day?	Wed 9/3/03	Wed 9/3/03
218	Validation (prove it) - 3 validations	1 day?	Wed 9/3/03	Wed 9/3/03
219	Solidify and wordsmith	1 day?	Wed 9/3/03	Wed 9/3/03
220	Create positioning quadrant (arrange vertices to get top right spot)	1 day?	Wed 9/3/03	Wed 9/3/03
221	Solidify	1 day?	Wed 9/3/03	Wed 9/3/03
222	Articulate it w/Examples	1 day?	Wed 9/3/03	Wed 9/3/03
223	Finalize Build/Buy/Align strategy	1 day?	Wed 9/3/03	Wed 9/3/03
224	What holes can we fill with alliances?	1 day?	Wed 9/3/03	Wed 9/3/03
225	What holds can we fill with purchases (OEM/Company/Snapshot/Ongoing rights)?	1 day?	Wed 9/3/03	Wed 9/3/03
226	MRD - Finalizes what we must build	1 day?	Wed 9/3/03	Wed 9/3/03
227	Name product - finalize	1 day?	Wed 9/3/03	Wed 9/3/03
228	Review naming conventions & decide approach	1 day?	Wed 9/3/03	Wed 9/3/03
229	Brainstorm for names (meeting convention and approach)	1 day?	Wed 9/3/03	Wed 9/3/03
230	Narrow the list and do a basic name search	1 day?	Wed 9/3/03	Wed 9/3/03
231	Conduct basic acid test of names with prospects/customers	1 day?	Wed 9/3/03	Wed 9/3/03
232	Decide final name candidates, prioritize and do advanced name and trademark search	1 day?	Wed 9/3/03	Wed 9/3/03
233	Finalize name - do not publish it to anyone until the press release	1 day?	Wed 9/3/03	Wed 9/3/03
234	Name division	1 day?	Wed 9/3/03	Wed 9/3/03
235	Review naming conventions & decide approach	1 day?	Wed 9/3/03	Wed 9/3/03
236	Brainstorm for names (meeting naming conventions and approach)	1 day?	Wed 9/3/03	Wed 9/3/03
237	Narrow the list and do a basic name search	1 day?	Wed 9/3/03	Wed 9/3/03
238	Create a positioning tag line - if needed	1 day?	Wed 9/3/03	Wed 9/3/03
239	Conduct basic acid test of names with prospects/customers	1 day?	Wed 9/3/03	Wed 9/3/03
240	Decide final name candidates, prioritize and do advanced name and trademark search	1 day?	Wed 9/3/03	Wed 9/3/03
241	Finalize name - do not publish it to anyone until the press release	1 day?	Wed 9/3/03	Wed 9/3/03
242	Create division brand identity	1 day?	Wed 9/3/03	Wed 9/3/03
243	Review current brand names, logos and messaging	1 day?	Wed 9/3/03	Wed 9/3/03
244	Decide how to integrate all division look and feel	1 day?	Wed 9/3/03	Wed 9/3/03
245	Review logo conventions and decide approach	1 day?	Wed 9/3/03	Wed 9/3/03
246	Hire designer to create and propose options	1 day?	Wed 9/3/03	Wed 9/3/03
247	Select logo design, colors and feel	1 day?	Wed 9/3/03	Wed 9/3/03
248	Create logo usage guidelines - lock, publish and remain consistent	1 day?	Wed 9/3/03	Wed 9/3/03
249	Pricing	1 day?	Wed 9/3/03	Wed 9/3/03
250	Compile competitive pricing	1 day?	Wed 9/3/03	Wed 9/3/03
251	Create competitive grid - arrange options for apple to apple comparison	1 day?	Wed 9/3/03	Wed 9/3/03
252	Review prospect and customer's expenses - cost for homespun alternative (find pain)	1 day?	Wed 9/3/03	Wed 9/3/03

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253	Review hardware and other cost--not ours, but needed for system (determine pricing relief--other's)	1 day?	Wed 9/3/03	Wed 9/3/03
254	Understand the "overall" cost (software, customization, support, maintenance)	1 day?	Wed 9/3/03	Wed 9/3/03
255	Review pricing for complimentary "like" products	1 day?	Wed 9/3/03	Wed 9/3/03
256	Pricing Objectives	1 day?	Wed 9/3/03	Wed 9/3/03
257	Determine (market share, ROI, sales growth, long-term profit, etc..)	1 day?	Wed 9/3/03	Wed 9/3/03
258	Pricing Strategy	1 day?	Wed 9/3/03	Wed 9/3/03
259	Determine strategy (floor, penetration, parity (price taker), premium, cross-benefit, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
260	Structure (Which products, by account, time & conditions)	1 day?	Wed 9/3/03	Wed 9/3/03
261	Price for which products? (Software, Pro Services, Installation, Support, Maintenance)	1 day?	Wed 9/3/03	Wed 9/3/03
262	Time and conditions	1 day?	Wed 9/3/03	Wed 9/3/03
263	Levels (volume break points, site license, by product/service/peripherals)	1 day?	Wed 9/3/03	Wed 9/3/03
264	New customer price matrix	1 day?	Wed 9/3/03	Wed 9/3/03
265	Competitive upgrade price matrix	1 day?	Wed 9/3/03	Wed 9/3/03
266	Update price matrix	1 day?	Wed 9/3/03	Wed 9/3/03
267	Alliance pricing (to them, plus "add-on" combined bundled pricing)	1 day?	Wed 9/3/03	Wed 9/3/03
268	OEM pricing	1 day?	Wed 9/3/03	Wed 9/3/03
269	Sample (NFR) pricing	1 day?	Wed 9/3/03	Wed 9/3/03
270	Reseller (VAR, System Integrator) discounts	1 day?	Wed 9/3/03	Wed 9/3/03
271	International pricing	1 day?	Wed 9/3/03	Wed 9/3/03
272	Gratis items (instead of dropping price, what can be "thrown in")	1 day?	Wed 9/3/03	Wed 9/3/03
273	Exception policies & examples (forward pricing commitment, competitive bids)	1 day?	Wed 9/3/03	Wed 9/3/03
274	Price sales dialogues	1 day?	Wed 9/3/03	Wed 9/3/03
275	Review case studies	1 day?	Wed 9/3/03	Wed 9/3/03
276	Price savings build-up	1 day?	Wed 9/3/03	Wed 9/3/03
277	Reduce to simple	1 day?	Wed 9/3/03	Wed 9/3/03
278	Price versus "cost"	1 day?	Wed 9/3/03	Wed 9/3/03
279	Placement - Sales	717 days?	Wed 9/3/03	Thu 6/1/06
280	Start with direct sales, move to indirect with non-house accounts	1 day?	Wed 9/3/03	Wed 9/3/03
281	Direct Sales (see Sales Gantt chart for more details)	1 day?	Wed 9/3/03	Wed 9/3/03
282	Recruit "working" sales manager	1 day?	Wed 9/3/03	Wed 9/3/03
283	Setup sales compensation, commission and bonus program	1 day?	Wed 9/3/03	Wed 9/3/03
284	Recruit appropriate sales people and/or hire rep firm	1 day?	Wed 9/3/03	Wed 9/3/03
285	Prepare sales kits (see collateral section)	1 day?	Wed 9/3/03	Wed 9/3/03
286	Train sales people (product, market, customer, sales training)	1 day?	Wed 9/3/03	Wed 9/3/03
287	Setup field systems (contact management, synchronization)	1 day?	Wed 9/3/03	Wed 9/3/03
288	Create and populate initial field database	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
289	Setup sales metric system (Chanimal Sales Stats spreadsheet)	1 day?	Wed 9/3/03	Wed 9/3/03
290	Setup field sales lead dissemination and follow-up system	1 day?	Wed 9/3/03	Wed 9/3/03
291	Indirect sales	717 days?	Wed 9/3/03	Thu 6/1/06
292	Phase I - Setup reseller program - Use Chanimal templates	9.7 days?	Wed 9/3/03	Tue 9/16/03
293	Review matrix of reseller levels with benefits and requirements	1 day?	Wed 9/3/03	Wed 9/3/03
294	Review top 3 competitor's programs (use matrix)	1 day?	Wed 9/3/03	Wed 9/3/03
295	Setup Co-op and MDF policies and guidelines	1 day?	Wed 9/3/03	Wed 9/3/03
296	Reseller kit w/program descriptions	1 day?	Wed 9/3/03	Wed 9/3/03
297	Intro letter	1 day?	Wed 9/3/03	Wed 9/3/03
298	Reseller PowerPoint	1 day?	Wed 9/3/03	Wed 9/3/03
299	Checklist	1 day?	Wed 9/3/03	Wed 9/3/03
300	Reseller application	1 day?	Wed 9/3/03	Wed 9/3/03
301	Reseller agreement	1 day?	Wed 9/3/03	Wed 9/3/03
302	Define levels (authorized, Gold, Platinum)	1 day?	Wed 9/3/03	Wed 9/3/03
303	Contact information	1 day?	Wed 9/3/03	Wed 9/3/03
304	Publish reseller NFR prices	1 day?	Wed 9/3/03	Wed 9/3/03
305	Distribution/internal part numbers	1 day?	Wed 9/3/03	Wed 9/3/03
306	Customer PowerPoint	1 day?	Wed 9/3/03	Wed 9/3/03
307	Training requirements	1 day?	Wed 9/3/03	Wed 9/3/03
308	Support requirements and schedules for training	1 day?	Wed 9/3/03	Wed 9/3/03
309	Collateral order form	1 day?	Wed 9/3/03	Wed 9/3/03
310	Q&A	1 day?	Wed 9/3/03	Wed 9/3/03
311	Include collateral samples (folder, sell sheet, product slick, promo CD-ROM, eval CD-ROM)	1 day?	Wed 9/3/03	Wed 9/3/03
312	Include product reviews	1 day?	Wed 9/3/03	Wed 9/3/03
313	Reseller Sales & Training Kit	9.7 days	Wed 9/3/03	Tue 9/16/03
314	Folder (Generic - Reseller label)	0.1 days	Wed 9/3/03	Wed 9/3/03
315	Product Datasheets	2 days	Wed 9/3/03	Fri 9/5/03
316	Sell Sheet (SKU, Price, Positioning, Weight, Box/Palet Size, etc.)	0.5 days	Fri 9/5/03	Fri 9/5/03
317	Reseller NFR Prices	0.2 days	Fri 9/5/03	Fri 9/5/03
318	Demo Script (How to demo - persuasively)	0.5 days	Fri 9/5/03	Mon 9/8/03
319	Sales Script (How to sell)	0.5 days	Mon 9/8/03	Mon 9/8/03
320	Basic Technical Training	0.2 days	Mon 9/8/03	Mon 9/8/03
321	Q & A	0.2 days	Tue 9/9/03	Tue 9/9/03
322	Video Training Overview (installation, sales video)	4 days	Tue 9/9/03	Mon 9/15/03
323	Web resources (training, competition, specials, etc.)	1 day	Mon 9/15/03	Tue 9/16/03
324	Sample Monthly Newsletter/Web-based (e-mail notification) - create template, sample current news	0.5 days	Tue 9/16/03	Tue 9/16/03

ID	Task Name	Duration	Start	Finish
325	Distribution Kit	0.5 days	Wed 9/3/03	Wed 9/3/03
326	Folder Label	0.1 days	Wed 9/3/03	Wed 9/3/03
327	Reseller Kit	0.1 days	Wed 9/3/03	Wed 9/3/03
328	Disty Promotions	0.3 days	Wed 9/3/03	Wed 9/3/03
329	Review reseller kit w/team	0.2 days	Wed 9/3/03	Wed 9/3/03
330	Revise reseller kit	0.5 days	Wed 9/3/03	Thu 9/4/03
331	Sign-off on kit	0.1 days	Thu 9/4/03	Thu 9/4/03
332	Website: Setup Reseller section	3.5 days	Thu 9/4/03	Tue 9/9/03
333	Initial non-password protected section	0.4 days	Thu 9/4/03	Thu 9/4/03
334	Basic description of reseller program	0.3 days	Thu 9/4/03	Thu 9/4/03
335	e-mail form for inquiry & qualifying (submit fields)	0.1 days	Thu 9/4/03	Thu 9/4/03
336	Password protected	3.1 days	Thu 9/4/03	Tue 9/9/03
337	Home page - News, what's new	0.3 days	Thu 9/4/03	Thu 9/4/03
338	Collateral section (PowerPoints, PDF, etc.)	0.2 days	Fri 9/5/03	Fri 9/5/03
339	Training section (initial, add more later)	0.5 days	Fri 9/5/03	Fri 9/5/03
340	Competitive section (overcoming objections, business intelligence feedback)	0.5 days	Fri 9/5/03	Mon 9/8/03
341	Lead dissemination, follow-up (manual initially, automated later)	0.1 days	Mon 9/8/03	Mon 9/8/03
342	Product feature suggestions (Form or Forum based)	0.5 days	Mon 9/8/03	Mon 9/8/03
343	Other	1 day	Mon 9/8/03	Tue 9/9/03
344	Phase II - Recruit resellers	1 day?	Wed 9/3/03	Wed 9/3/03
345	Setup distribution agreements ("if" two tier is decided) with at least 2 major distributors	1 day?	Wed 9/3/03	Wed 9/3/03
346	Aggregator - if applicable	1 day?	Wed 9/3/03	Wed 9/3/03
347	Ingram Micro	1 day?	Wed 9/3/03	Wed 9/3/03
348	Navarre	1 day?	Wed 9/3/03	Wed 9/3/03
349	Tech Data	1 day?	Wed 9/3/03	Wed 9/3/03
350	Identify target resellers	1 day?	Wed 9/3/03	Wed 9/3/03
351	Profile reseller type (size, markets, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
352	Compile list	1 day?	Wed 9/3/03	Wed 9/3/03
353	Distribution lists/promos (if two-tier distribution) - target like, competitive or complementary resellers	1 day?	Wed 9/3/03	Wed 9/3/03
354	Contact list rental companies (VAR Business, VAR Business List, D&B, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
355	Compile alliance resellers (like or complimentary products)	1 day?	Wed 9/3/03	Wed 9/3/03
356	Compile competition's resellers	1 day?	Wed 9/3/03	Wed 9/3/03
357	Determine contact manager for database management	1 day?	Wed 9/3/03	Wed 9/3/03
358	Setup in-bound call contact	1 day?	Wed 9/3/03	Wed 9/3/03
359	Contact and recruit resellers	1 day?	Wed 9/3/03	Wed 9/3/03
360	Decide possible promotions (based on budget and resources)	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
361	PR - Press coverage to VAR publications - our market, potential opportunity	1 day?	Wed 9/3/03	Wed 9/3/03
362	Identify target media	1 day?	Wed 9/3/03	Wed 9/3/03
363	Computer Reseller News	1 day?	Wed 9/3/03	Wed 9/3/03
364	VARBusiness	1 day?	Wed 9/3/03	Wed 9/3/03
365	Channel Advocate	1 day?	Wed 9/3/03	Wed 9/3/03
366	Other channel publications (North American and International)	1 day?	Wed 9/3/03	Wed 9/3/03
367	Product categorie publications (covered in overall press section)	1 day?	Wed 9/3/03	Wed 9/3/03
368	Review editorial schedules - create master schedule	1 day?	Wed 9/3/03	Wed 9/3/03
369	Product schedules	1 day?	Wed 9/3/03	Wed 9/3/03
370	Reseller program schedules (best reseller program)	1 day?	Wed 9/3/03	Wed 9/3/03
371	Submit product for reviews, articles on schedule	1 day?	Wed 9/3/03	Wed 9/3/03
372	Issue press release on new product & reseller program	1 day?	Wed 9/3/03	Wed 9/3/03
373	Contact alliance partner's resellers - joint alliance package, e-mail and phone, alliance promo	1 day?	Wed 9/3/03	Wed 9/3/03
374	See alliance section for setup	1 day?	Wed 9/3/03	Wed 9/3/03
375	Direct mail & e-mail packages to competition's resellers (on-line response pages)	1 day?	Wed 9/3/03	Wed 9/3/03
376	Create lists	1 day?	Wed 9/3/03	Wed 9/3/03
377	Compile list from database (above) to determine which targets	1 day?	Wed 9/3/03	Wed 9/3/03
378	Competition	1 day?	Wed 9/3/03	Wed 9/3/03
379	Alliances	1 day?	Wed 9/3/03	Wed 9/3/03
380	Profile accounts (market segment, SI, VARs, Retail, certification, competition, alliance, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
381	Create direct piece (typically postcards 5x7)	1 day?	Wed 9/3/03	Wed 9/3/03
382	E-mail	1 day?	Wed 9/3/03	Wed 9/3/03
383	Review repeatable Chanimal templates	1 day?	Wed 9/3/03	Wed 9/3/03
384	Create 3 e-mails	1 day?	Wed 9/3/03	Wed 9/3/03
385	Create 2 NFR follow-up e-mails	1 day?	Wed 9/3/03	Wed 9/3/03
386	Setup database fields & repeatable campaign process	1 day?	Wed 9/3/03	Wed 9/3/03
387	Initial Phase I with first round	1 day?	Wed 9/3/03	Wed 9/3/03
388	Follow-up with NFR downloads	1 day?	Wed 9/3/03	Wed 9/3/03
389	Sign-up (move to enablement w/orientation meeting)	1 day?	Wed 9/3/03	Wed 9/3/03
390	Mail (typically 8.5 x 5.5 postcards)	1 day?	Wed 9/3/03	Wed 9/3/03
391	Create piece	1 day?	Wed 9/3/03	Wed 9/3/03
392	Determine list (above)	1 day?	Wed 9/3/03	Wed 9/3/03
393	Mail	1 day?	Wed 9/3/03	Wed 9/3/03
394	Follow-up on responses & sign up	1 day?	Wed 9/3/03	Wed 9/3/03
395	VAR Publication e-mails	1 day?	Wed 9/3/03	Wed 9/3/03
396	Determine which publication (VARBusiness)	1 day?	Wed 9/3/03	Wed 9/3/03



ID	Task Name	Duration	Start	Finish
397	Write copy	1 day?	Wed 9/3/03	Wed 9/3/03
398	Submit & Follow-up on downloads	1 day?	Wed 9/3/03	Wed 9/3/03
399	Consider VARVision or VAR Xchange - depending on reseller attendee profiles	1 day?	Wed 9/3/03	Wed 9/3/03
400	National road show (4 other partners, they pay). Include resellers & prospects (different times)	1 day?	Wed 9/3/03	Wed 9/3/03
401	Identify target alliances	1 day?	Wed 9/3/03	Wed 9/3/03
402	Create program outline & direct mail draft	1 day?	Wed 9/3/03	Wed 9/3/03
403	Identify location targets	1 day?	Wed 9/3/03	Wed 9/3/03
404	Sign up alliances	1 day?	Wed 9/3/03	Wed 9/3/03
405	Compile lists	1 day?	Wed 9/3/03	Wed 9/3/03
406	Book facilities, flight, equipment, etc.	1 day?	Wed 9/3/03	Wed 9/3/03
407	Solidify draft	1 day?	Wed 9/3/03	Wed 9/3/03
408	Print	1 day?	Wed 9/3/03	Wed 9/3/03
409	Mail	1 day?	Wed 9/3/03	Wed 9/3/03
410	Create presentations	1 day?	Wed 9/3/03	Wed 9/3/03
411	Present and sign-up	1 day?	Wed 9/3/03	Wed 9/3/03
412	Combine with company presentations per region (more)	1 day?	Wed 9/3/03	Wed 9/3/03
413	Hire Temp firm to contact VARs and sign up	1 day?	Wed 9/3/03	Wed 9/3/03
414	Identify best organization (depending on needs)	1 day?	Wed 9/3/03	Wed 9/3/03
415	Sign up	1 day?	Wed 9/3/03	Wed 9/3/03
416	Train reps	1 day?	Wed 9/3/03	Wed 9/3/03
417	Presentations to resellers	1 day?	Wed 9/3/03	Wed 9/3/03
418	Follow up and sign-up	1 day?	Wed 9/3/03	Wed 9/3/03
419	Direct mail via card decks	1 day?	Wed 9/3/03	Wed 9/3/03
420	Advertise in reseller trade pubs	1 day?	Wed 9/3/03	Wed 9/3/03
421	Attend reseller-centric trade show	1 day?	Wed 9/3/03	Wed 9/3/03
422	Phase III - Enablement	1 day?	Wed 9/3/03	Wed 9/3/03
423	Orientation Meeting (within days of sign-up)	1 day?	Wed 9/3/03	Wed 9/3/03
424	Review portal (deal registration, lead process, resources)	1 day?	Wed 9/3/03	Wed 9/3/03
425	Review product - live demo	1 day?	Wed 9/3/03	Wed 9/3/03
426	Set 90 day goals	1 day?	Wed 9/3/03	Wed 9/3/03
427	Reseller Product/Market Training	1 day?	Wed 9/3/03	Wed 9/3/03
428	Create certification program requirements overview and details	1 day?	Wed 9/3/03	Wed 9/3/03
429	Decide location - own city or key field locations, physical vs. on-line	1 day?	Wed 9/3/03	Wed 9/3/03
430	Determine who will train and cross-train our team	1 day?	Wed 9/3/03	Wed 9/3/03
431	Setup training schedule & publish	1 day?	Wed 9/3/03	Wed 9/3/03
432	Create training materials	1 day?	Wed 9/3/03	Wed 9/3/03




ID	Task Name	Duration	Start	Finish
433	Product training	1 day?	Wed 9/3/03	Wed 9/3/03
434	Market, positioning, sales, competition training materials	1 day?	Wed 9/3/03	Wed 9/3/03
435	Testing and certification	1 day?	Wed 9/3/03	Wed 9/3/03
436	Monthly reseller newsletter (web based, e-mail notify)	1 day?	Wed 9/3/03	Wed 9/3/03
437	Setup first 6 month editorial schedule	1 day?	Wed 9/3/03	Wed 9/3/03
438	Determine format	1 day?	Wed 9/3/03	Wed 9/3/03
439	Assign an editor (usually Product Manager first)	1 day?	Wed 9/3/03	Wed 9/3/03
440	Setup annual promotional schedule (by reseller/customer type)	1 day?	Wed 9/3/03	Wed 9/3/03
441	Based on product release	1 day?	Wed 9/3/03	Wed 9/3/03
442	Based on seasonality (if exists)	1 day?	Wed 9/3/03	Wed 9/3/03
443	Based on on-going competitive response (their published/projected release schedules)	1 day?	Wed 9/3/03	Wed 9/3/03
444	Annual reseller conference	1 day?	Wed 9/3/03	Wed 9/3/03
445	Program refinements	1 day?	Wed 9/3/03	Wed 9/3/03
446	Get feedback	1 day?	Wed 9/3/03	Wed 9/3/03
447	Validate	1 day?	Wed 9/3/03	Wed 9/3/03
448	Make improvements	1 day?	Wed 9/3/03	Wed 9/3/03
449	Create Reseller Partner Council - Research	1 day?	Wed 9/3/03	Wed 9/3/03
450	Identify partner candidates	1 day?	Wed 9/3/03	Wed 9/3/03
451	Contact partner candidates	1 day?	Wed 9/3/03	Wed 9/3/03
452	Send & Review criteria, commitment & objectives	1 day?	Wed 9/3/03	Wed 9/3/03
453	Review reseller program and kit & get feedback	1 day?	Wed 9/3/03	Wed 9/3/03
454	Formally sign up partner council candidates	1 day?	Wed 9/3/03	Wed 9/3/03
455	Setup 1st Council meeting (at annual conference, via webinar, one-on-one, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
456	Reseller Promotions - ongoing	1 day?	Wed 9/3/03	Wed 9/3/03
457	Follow Co-op & MDF policies (revenue based collaboration)	1 day?	Wed 9/3/03	Wed 9/3/03
458	International	1 day?	Wed 9/3/03	Wed 9/3/03
459	Discuss international with alliances	1 day?	Wed 9/3/03	Wed 9/3/03
460	Review competitor's international penetration approach	1 day?	Wed 9/3/03	Wed 9/3/03
461	Determine which regions to pursue first (prioritize)	1 day?	Wed 9/3/03	Wed 9/3/03
462	Translate product documentation, external labels	1 day?	Wed 9/3/03	Wed 9/3/03
463	Modify existing collateral (no competitive matrix in Germany, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
464	No competitive matrix in Germany	1 day?	Wed 9/3/03	Wed 9/3/03
465	Translation of materials (diversified pictures)	1 day?	Wed 9/3/03	Wed 9/3/03
466	Identify International rep firms/regional specialists	1 day?	Wed 9/3/03	Wed 9/3/03
467	Determine startegy - Internal sales, rep firm/distributor	1 day?	Wed 9/3/03	Wed 9/3/03
468	Determine if will do it yourself or hire help	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
469	Do it Internally	1 day?	Wed 9/3/03	Wed 9/3/03
470	Secure list of resellers by country	1 day?	Wed 9/3/03	Wed 9/3/03
471	Secure list of distributors by country	1 day?	Wed 9/3/03	Wed 9/3/03
472	Recruiting	1 day?	Wed 9/3/03	Wed 9/3/03
473	Sign up distributors per region	1 day?	Wed 9/3/03	Wed 9/3/03
474	Follow applicable "recruiting reseller" promotions above	1 day?	Wed 9/3/03	Wed 9/3/03
475	Setup localized production, replication (if applicable)	1 day?	Wed 9/3/03	Wed 9/3/03
476	Stock inventory	1 day?	Wed 9/3/03	Wed 9/3/03
477	Follow on-going enablement	1 day?	Wed 9/3/03	Wed 9/3/03
478	Alliance marketing	1 day?	Wed 9/3/03	Wed 9/3/03
479	Setup & Definition Stage	1 day?	Wed 9/3/03	Wed 9/3/03
480	Define objectives	1 day?	Wed 9/3/03	Wed 9/3/03
481	Use Chanimal alliance spreadsheet	1 day?	Wed 9/3/03	Wed 9/3/03
482	Identify potential alliance and categories based on product, complimentary sales, etc.	1 day?	Wed 9/3/03	Wed 9/3/03
483	Identify top 5 market segments	1 day?	Wed 9/3/03	Wed 9/3/03
484	Identify major complimentary, non-competitive products/companies in each segment	1 day?	Wed 9/3/03	Wed 9/3/03
485	Determine the business model (why form alliance) for each alliance (may be same/category)	1 day?	Wed 9/3/03	Wed 9/3/03
486	Prioritize alliances into top 10, top 25, self-serve	1 day?	Wed 9/3/03	Wed 9/3/03
487	Create alliance policies - screening criteria and process to determine a "good" alliance	1 day?	Wed 9/3/03	Wed 9/3/03
488	Alliance kit	1 day?	Wed 9/3/03	Wed 9/3/03
489	Program introduction letter (to prospective partners, simple--but ready to use)	1 day?	Wed 9/3/03	Wed 9/3/03
490	Alliance program agenda (sales, product marketing, marcom) - how will each group make more money	1 day?	Wed 9/3/03	Wed 9/3/03
491	Alliance meeting Powerpoint (describe the program, objectives, benefits & process)	1 day?	Wed 9/3/03	Wed 9/3/03
492	Create Alliance agreement	1 day?	Wed 9/3/03	Wed 9/3/03
493	Non-disclosure agreement (NDA)	1 day?	Wed 9/3/03	Wed 9/3/03
494	Logo usage guidelines	1 day?	Wed 9/3/03	Wed 9/3/03
495	Hi-level roadmap	1 day?	Wed 9/3/03	Wed 9/3/03
496	Calendar of events (for cross-promotions)	1 day?	Wed 9/3/03	Wed 9/3/03
497	Alliance product order form	1 day?	Wed 9/3/03	Wed 9/3/03
498	List of internal contacts	1 day?	Wed 9/3/03	Wed 9/3/03
499	Alliance workshop agenda & worksheet	1 day?	Wed 9/3/03	Wed 9/3/03
500	Alliance presentation PowerPoint - what is the alliance program?	1 day?	Wed 9/3/03	Wed 9/3/03
501	Company sales script and presentation (for them to sell us)	1 day?	Wed 9/3/03	Wed 9/3/03
502	Define and create Alliance portal	1 day?	Wed 9/3/03	Wed 9/3/03
503	Recruiting Stage	1 day?	Wed 9/3/03	Wed 9/3/03
504	Contact Top 10 alliances in each category	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
505	Setup formal alliance meeting (phone, perhaps in person) - Ken, Ted, etc.	1 day?	Wed 9/3/03	Wed 9/3/03
506	Create an agenda and send to teams	1 day?	Wed 9/3/03	Wed 9/3/03
507	Set appointments	1 day?	Wed 9/3/03	Wed 9/3/03
508	Attend the meetings	1 day?	Wed 9/3/03	Wed 9/3/03
509	Follow up on action items	1 day?	Wed 9/3/03	Wed 9/3/03
510	Setup alliance launch meeting w/product, sales and marketing	1 day?	Wed 9/3/03	Wed 9/3/03
511	Align product management (align roadmaps)	0.67 days?	Wed 9/3/03	Wed 9/3/03
512	Align sales (joint calls, joint accounts)	0.75 days?	Wed 9/3/03	Wed 9/3/03
513	Align marketing communications (cross promotions, database, website, ads, PR, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
514	Each group creates a plan of action - how to work together and make more money	1 day?	Wed 9/3/03	Wed 9/3/03
515	Execute & facilitate plans (joint sales, joint roadmap, joint marketing programs)	1 day?	Wed 9/3/03	Wed 9/3/03
516	Contact next top 25 - follow guidelines	1 day?	Wed 9/3/03	Wed 9/3/03
517	Setup "self-serve" alliance information, sign-up with "rest of world"	1 day?	Wed 9/3/03	Wed 9/3/03
518	Development and promotions stage	1 day?	Wed 9/3/03	Wed 9/3/03
519	Complete alliance workshop & execute according to results	1 day?	Wed 9/3/03	Wed 9/3/03
520	Setup on-site meeting if needed	1 day?	Wed 9/3/03	Wed 9/3/03
521	Issue Alliance press release	1 day?	Wed 9/3/03	Wed 9/3/03
522	Link Web sites	1 day?	Wed 9/3/03	Wed 9/3/03
523	Add to Alliance Web portal	1 day?	Wed 9/3/03	Wed 9/3/03
524	Exchange demo software, scripts, materials	1 day?	Wed 9/3/03	Wed 9/3/03
525	Prepare and submit ongoing alliance joint promotions	1 day?	Wed 9/3/03	Wed 9/3/03
526	OEM (see www.chanimal.com/html/alliances__oem.html)	1 day?	Wed 9/3/03	Wed 9/3/03
527	Determine if will use OEM rep firm, or do it yourself	1 day?	Wed 9/3/03	Wed 9/3/03
528	Determine OEM product (disabled, time limited, upgrade path, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
529	Determine OEM pricing	1 day?	Wed 9/3/03	Wed 9/3/03
530	Identify potential OEM candidates	1 day?	Wed 9/3/03	Wed 9/3/03
531	Alliance partners	1 day?	Wed 9/3/03	Wed 9/3/03
532	Others	1 day?	Wed 9/3/03	Wed 9/3/03
533	Contact OEM candidates	1 day?	Wed 9/3/03	Wed 9/3/03
534	Presentations	1 day?	Wed 9/3/03	Wed 9/3/03
535	Contract negotiation	1 day?	Wed 9/3/03	Wed 9/3/03
536	Affiliate program (cross promote others (books, resources, banners)	717 days?	Wed 9/3/03	Thu 6/1/06
537	Hire Intern or FT to setup and/or run program	1 day	Wed 9/3/03	Wed 9/3/03
538	Create the affiliate program	3 days	Wed 9/3/03	Fri 9/5/03
539	Research and identify required features for a top-knotch affiliate program	0.5 days	Wed 9/3/03	Wed 9/3/03
540	Review Wilson Web report on affiliate program	0.5 days	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
541	Identify and join several top affiliate programs - see what is "inside" (Business Plan)	0.3 days	Wed 9/3/03	Wed 9/3/03
542	Kowabunga	0.1 days	Wed 9/3/03	Wed 9/3/03
543	Find another affiliate program	0.3 days	Wed 9/3/03	Wed 9/3/03
544	Palo Alto	0.1 days	Wed 9/3/03	Wed 9/3/03
545	Carry A Tune	0.1 days	Wed 9/3/03	Wed 9/3/03
546	Find a Commission Junction program	0.2 days	Wed 9/3/03	Wed 9/3/03
547	Make recommendation for software to manage affiliate program (Wilson Web report)	0.2 days	Wed 9/3/03	Wed 9/3/03
548	Evaluate internal affiliate software program/software - Do we have any? What research already done?	0.2 days	Wed 9/3/03	Wed 9/3/03
549	Create our formal affiliate program (classify major, self-serve)	3 days	Wed 9/3/03	Fri 9/5/03
550	Create the categories of information	0.1 days	Wed 9/3/03	Wed 9/3/03
551	Create the text (search and replace wherever possible)	2 days	Wed 9/3/03	Thu 9/4/03
552	Make a recommendation on program policies, margins, etc.	0.2 days	Wed 9/3/03	Wed 9/3/03
553	Route the text and get sign off	0.3 days	Wed 9/3/03	Wed 9/3/03
554	Import the text into system and HTML	3 days	Wed 9/3/03	Fri 9/5/03
555	Setup affiliate software on our servers	2 days	Wed 9/3/03	Thu 9/4/03
556	Hook it into our shopping cart	2 days	Wed 9/3/03	Thu 9/4/03
557	Configure software	0.5 days	Wed 9/3/03	Wed 9/3/03
558	Create banner ads	0.5 days	Wed 9/3/03	Wed 9/3/03
559	Link to Website	0.1 days	Wed 9/3/03	Wed 9/3/03
560	Route for sign-off	0.2 days	Wed 9/3/03	Wed 9/3/03
561	Beta test	0.5 days	Wed 9/3/03	Wed 9/3/03
562	NOTE: Dates above not calculated. Start below.	0.01 days	Wed 9/3/03	Wed 9/3/03
563	Recruit affiliate partners	698 days	Wed 9/3/03	Fri 5/5/06
564	Set objectives & goals (100 affiliates (100 copies), etc.)	0.1 days	Wed 9/3/03	Wed 9/3/03
565	Identify and classify top market segments to target. Could include:	10 days	Wed 9/3/03	Tue 9/16/03
566	Talk to Online Ombudsman - get weekly posing list (not there anymore)	1 day	Wed 9/3/03	Wed 9/3/03
567	Get list of competitor's (or similar apps)	0.2 days	Wed 9/3/03	Wed 9/3/03
568	Competitor's - resellers and affiliates. Reviewed.	0.3 days	Wed 9/3/03	Wed 9/3/03
569	Webmaster locations	0.4 days	Wed 9/3/03	Wed 9/3/03
570	Associations	0.5 days	Wed 9/3/03	Wed 9/3/03
571	Web publications	0.5 days	Wed 9/3/03	Wed 9/3/03
572	Small Business	0.5 days	Wed 9/3/03	Wed 9/3/03
573	Forums	0.5 days	Wed 9/3/03	Wed 9/3/03
574	Link Directories (top 50). Locate and post our program in each applicable directory.	10 days	Wed 9/3/03	Tue 9/16/03
575	Create Recruiting Templates	0.5 days	Wed 9/3/03	Wed 9/3/03
576	Create introduction "invitation to join" e-mail, etc.	0.2 days	Wed 9/3/03	Wed 9/3/03

ID		Task Name	Duration	Start	Finish
577		Create follow-up e-mails	0.5 days	Wed 9/3/03	Wed 9/3/03
578		Route letter internally	0.2 days	Wed 9/3/03	Wed 9/3/03
579		Conduct Initial Trial	7 days	Wed 9/3/03	Thu 9/11/03
580		Search for Websites	7 days	Wed 9/3/03	Thu 9/11/03
581		E-mail each contact	3 days	Wed 9/3/03	Fri 9/5/03
582		Follow Up Calls	5 days	Wed 9/3/03	Tue 9/9/03
583		Campaign analysis & go/no go decision	1 day	Wed 9/3/03	Wed 9/3/03
584		Evaluate list brokers for affiliate targets, etc.	618 days	Wed 9/3/03	Fri 1/13/06
585		Locate list, set list criteria	1 day	Fri 1/13/06	Fri 1/13/06
586		Purchase List	3 days	Wed 9/3/03	Fri 9/5/03
587		Register with Link Directories	5 days	Wed 9/3/03	Tue 9/9/03
588		Setup Contact Management Software	1 day	Wed 9/3/03	Wed 9/3/03
589		Setup Goldmine Database (fields, templates, etc.)	1 day	Wed 9/3/03	Wed 9/3/03
590		Train intern/FT person on Goldmine system	0.5 days	Wed 9/3/03	Wed 9/3/03
591		Initiate Full Scale Affiliate Recruiting	698 days	Wed 9/3/03	Fri 5/5/06
592		Compile e-mails from purchased list	1 day	Wed 9/3/03	Wed 9/3/03
593		First Recruiting Wave	689 days	Wed 9/3/03	Mon 4/24/06
594		Search e-mails for first 1000	5 days	Wed 9/3/03	Tue 9/9/03
595		E-mail first round	1 day	Wed 9/3/03	Wed 9/3/03
596		E-mail follow-up rounds (2-3 days apart)	6 days	Wed 9/3/03	Wed 9/10/03
597		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
598		Analysis of campaign (determine best sic codes, refinements in approach)	1 day	Wed 9/3/03	Wed 9/3/03
599		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
600		Analysis of Telemarketing campaign	1 day	Mon 4/24/06	Mon 4/24/06
601		Decide value of calls (if good, finish telemarketing, if not so valuable, continue with e-mail waves)	0.5 days	Mon 4/17/06	Mon 4/17/06
602		2nd Recruiting Wave	698 days	Wed 9/3/03	Fri 5/5/06
603		Search e-mails for next 1000	5 days	Mon 5/1/06	Fri 5/5/06
604		E-mail first round	1 day	Wed 9/3/03	Wed 9/3/03
605		E-mail follow-up rounds	1 day	Wed 9/3/03	Wed 9/3/03
606		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
607		Analysis of campaign (determine best sic codes, refinements in approach)	2 days	Wed 9/3/03	Thu 9/4/03
608		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
609		Analysis of Telemarketing campaign	2 days	Wed 9/3/03	Thu 9/4/03
610		3rd Recruiting Wave	5 days	Wed 9/3/03	Tue 9/9/03
611		Search e-mails for next 1000	5 days	Wed 9/3/03	Tue 9/9/03
612		E-mail first round	2 days	Wed 9/3/03	Thu 9/4/03

ID		Task Name	Duration	Start	Finish
613		E-mail follow-up rounds	2 days	Wed 9/3/03	Thu 9/4/03
614		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
615		Analysis of campaign (determine best sic codes, refinements in approach)	2 days	Wed 9/3/03	Thu 9/4/03
616		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
617		Analysis of Telemarketing campaign	1 day	Wed 9/3/03	Wed 9/3/03
618		4th Recruiting Wave	5 days	Wed 9/3/03	Tue 9/9/03
619		Search e-mails for next 1000	5 days	Wed 9/3/03	Tue 9/9/03
620		E-mail first round	1 day	Wed 9/3/03	Wed 9/3/03
621		E-mail follow-up rounds	1 day	Wed 9/3/03	Wed 9/3/03
622		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
623		Analysis of campaign (determine best sic codes, refinements in approach)	1 day	Wed 9/3/03	Wed 9/3/03
624		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
625		Analysis of Telemarketing campaign	1 day	Wed 9/3/03	Wed 9/3/03
626		5th Recruiting Wave	5 days	Wed 9/3/03	Tue 9/9/03
627		Search e-mails for next 1000	5 days	Wed 9/3/03	Tue 9/9/03
628		E-mail first round	1 day	Wed 9/3/03	Wed 9/3/03
629		E-mail follow-up rounds	1 day	Wed 9/3/03	Wed 9/3/03
630		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
631		Analysis of campaign (determine best sic codes, refinements in approach)	1 day	Wed 9/3/03	Wed 9/3/03
632		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
633		Analysis of Telemarketing campaign	1 day	Wed 9/3/03	Wed 9/3/03
634		Determine value of calling into the rest of the leads	1 day	Wed 9/3/03	Wed 9/3/03
635		Enable affiliates (ongoing)	19 days?	Mon 5/8/06	Thu 6/1/06
636		Ensure reports are automatically provided monthly for affiliates (sales and traffic)	19 days?	Mon 5/8/06	Thu 6/1/06
637		Jan	1 day?	Mon 5/8/06	Mon 5/8/06
638		Feb	1 day?	Mon 5/8/06	Mon 5/8/06
639		Mar	1 day?	Mon 5/8/06	Mon 5/8/06
640		April	1 day?	Mon 5/8/06	Mon 5/8/06
641		May	1 day	Mon 5/8/06	Mon 5/8/06
642		June	1 day	Thu 6/1/06	Thu 6/1/06
643		July	1 day	Mon 5/8/06	Mon 5/8/06
644		Aug	1 day	Mon 5/8/06	Mon 5/8/06
645		Sept	1 day	Mon 5/8/06	Mon 5/8/06
646		Oct	1 day	Mon 5/8/06	Mon 5/8/06
647		Nov	1 day	Mon 5/8/06	Mon 5/8/06
648		Dec	1 day	Mon 5/8/06	Mon 5/8/06

ID	Task Name	Duration	Start	Finish
649	Refine online "help you sell more" tips and tricks (what pulls, ideas for copy)	0.5 days	Mon 5/8/06	Mon 5/8/06
650	Create affiliate/partner forum (Recommend vBulletin BBS)	2 days	Mon 5/8/06	Tue 5/9/06
651	Create end user forum (invite affiliates to moderate)	1 day	Mon 5/8/06	Mon 5/8/06
652	Help new enrolles to setup links - if applicable (refine instructions)	0.5 days	Mon 5/8/06	Mon 5/8/06
653	Initiate and drive quarterly newsletter (affiliates and customers)	2 days?	Mon 5/8/06	Tue 5/9/06
654	Create editorial calendar	0.5 days	Mon 5/8/06	Mon 5/8/06
655	January	1 day?	Mon 5/8/06	Mon 5/8/06
656	Create newsletter	1 day?	Mon 5/8/06	Mon 5/8/06
657	E-mail newsletter	1 day?	Mon 5/8/06	Mon 5/8/06
658	April	2 days	Mon 5/8/06	Tue 5/9/06
659	Create newsletter	2 days	Mon 5/8/06	Tue 5/9/06
660	E-mail newsletter	0.5 days	Mon 5/8/06	Mon 5/8/06
661	July	2 days	Mon 5/8/06	Tue 5/9/06
662	Create newsletter	2 days	Mon 5/8/06	Tue 5/9/06
663	E-mail newsletter	0.5 days	Mon 5/8/06	Mon 5/8/06
664	October	2 days	Mon 5/8/06	Tue 5/9/06
665	Create newsletter	2 days	Mon 5/8/06	Tue 5/9/06
666	E-mail newsletter	0.5 days	Mon 5/8/06	Mon 5/8/06
667	Setup monthly/weekly Webinar for associates - recruit and assist	3 days	Mon 5/8/06	Wed 5/10/06
668	Create agenda	0.1 days	Mon 5/8/06	Mon 5/8/06
669	Create PowerPoint	1 day	Mon 5/8/06	Mon 5/8/06
670	Demo Script	1 day	Mon 5/8/06	Mon 5/8/06
671	Setup meeting (ongoing)	0.3 days	Mon 5/8/06	Mon 5/8/06
672	Invite attendees (ongoing)	1 day	Mon 5/8/06	Mon 5/8/06
673	Event (ongoing)	0.5 days	Mon 5/8/06	Mon 5/8/06
674	Follow-up to recruit (ongoing)	3 days	Mon 5/8/06	Wed 5/10/06
675	Sign-up process	1 day?	Mon 5/8/06	Mon 5/8/06
676	Prospect shows interest in affiliate program	1 day?	Mon 5/8/06	Mon 5/8/06
677	Prospect sign's up automatically	1 day?	Mon 5/8/06	Mon 5/8/06
678	Affiliate Mgr site assessment	1 day?	Mon 5/8/06	Mon 5/8/06
679	Affiliate Mgr reviews affiliate site & classifies (link/non-link)	1 day?	Mon 5/8/06	Mon 5/8/06
680	If "link" site: Finds recommended locations for links, content, banners	1 day?	Mon 5/8/06	Mon 5/8/06
681	E-mails or calls to setup appointment (or connect) with Intro meeting	1 day?	Mon 5/8/06	Mon 5/8/06
682	Initial Setup, Intro & Training Meeting	1 day?	Mon 5/8/06	Mon 5/8/06
683	Prospect contacted by Affiliate Mgr	1 day?	Mon 5/8/06	Mon 5/8/06
684	If Not registered: Affiliate Mgr helps them log into portal and sign up	1 day?	Mon 5/8/06	Mon 5/8/06

ID	Task Name	Duration	Start	Finish
685	Affiliate Mgr reviews portal with new affiliate	1 day?	Mon 5/8/06	Mon 5/8/06
686	Covers login, links, banners, stats, programs, provides contact info	1 day?	Mon 5/8/06	Mon 5/8/06
687	Sets ups Webinar to review actual product (if applicable)	1 day?	Mon 5/8/06	Mon 5/8/06
688	Offer for Affiliate to Test Edit.com (test account)	1 day?	Mon 5/8/06	Mon 5/8/06
689	Affiliate attends Webinar to underStand product	1 day?	Mon 5/8/06	Mon 5/8/06
690	Post Webinar Discussion - Affiliate Plan of Action	1 day?	Mon 5/8/06	Mon 5/8/06
691	Agenda	1 day?	Mon 5/8/06	Mon 5/8/06
692	Review of Webinar and feedback	1 day?	Mon 5/8/06	Mon 5/8/06
693	Help setup links & banners (if applicable)	1 day?	Mon 5/8/06	Mon 5/8/06
694	Discuss affiliate's clients and approaches	1 day?	Mon 5/8/06	Mon 5/8/06
695	Existing clients, future clients (build in capability)	1 day?	Mon 5/8/06	Mon 5/8/06
696	Discuss promotions (quickstart bonuses, how paid)	1 day?	Mon 5/8/06	Mon 5/8/06
697	Review affiliate activities (what has worked best)	1 day?	Mon 5/8/06	Mon 5/8/06
698	Webinars - Their accounts (existing and new)	1 day?	Mon 5/8/06	Mon 5/8/06
699	Special Event invitations	1 day?	Mon 5/8/06	Mon 5/8/06
700	Special Events (Edit.com Sponsored) - Benefits to Affiliates & their clients	1 day?	Mon 5/8/06	Mon 5/8/06
701	Guest speaker special Webinar events (SoftwareCEO examples)	1 day?	Mon 5/8/06	Mon 5/8/06
702	Edit.com	1 day?	Mon 5/8/06	Mon 5/8/06
703	Wilson Web	1 day?	Mon 5/8/06	Mon 5/8/06
704	Affiliate Guru's	1 day?	Mon 5/8/06	Mon 5/8/06
705	ISP's	1 day?	Mon 5/8/06	Mon 5/8/06
706	Webtrends	1 day?	Mon 5/8/06	Mon 5/8/06
707	Special topics, categories	1 day?	Mon 5/8/06	Mon 5/8/06
708	Review affiliate proposal copy (they can use in their bid process)	1 day?	Mon 5/8/06	Mon 5/8/06
709	Prospecting (options: them, or we can help)	1 day?	Mon 5/8/06	Mon 5/8/06
710	Review sample e-mail (taylored by type)	1 day?	Mon 5/8/06	Mon 5/8/06
711	Review sample web page (affiliate's own landing page for their e-mail campaign)	1 day?	Mon 5/8/06	Mon 5/8/06
712	Review PowerPoint & Product slick/Bullet Points for "self service"	1 day?	Mon 5/8/06	Mon 5/8/06
713	Setup timeline	1 day?	Mon 5/8/06	Mon 5/8/06
714	Promotions	1 day?	Mon 5/8/06	Mon 5/8/06
715	Follow-up on plan & Assist	1 day?	Mon 5/8/06	Mon 5/8/06
716	Conduct Webinars & Events	1 day?	Mon 5/8/06	Mon 5/8/06
717	Follow-up with Affiliate	1 day?	Mon 5/8/06	Mon 5/8/06
718	Follow-up with Attendees (Affiliate Mgr (volunteer) or affiliate does follow up)	1 day?	Mon 5/8/06	Mon 5/8/06
719	Sign-up Attendees	1 day?	Mon 5/8/06	Mon 5/8/06
720	Re-contact w/Affiliate and duplicate	1 day?	Mon 5/8/06	Mon 5/8/06

ID	Task Name	Duration	Start	Finish
721	Re-visit prospecting process every quarter w/affiliates (MBO)	1 day?	Mon 5/8/06	Mon 5/8/06
722	Promotion	1 day?	Wed 9/3/03	Wed 9/3/03
723	PR	1 day?	Wed 9/3/03	Wed 9/3/03
724	Setup	1 day?	Wed 9/3/03	Wed 9/3/03
725	Create and sign-off on company positioning statements (umbrella statements) - see positioning above	1 day?	Wed 9/3/03	Wed 9/3/03
726	Create 3-5 key company talking points	1 day?	Wed 9/3/03	Wed 9/3/03
727	Create and sign-off on product positioning statements	1 day?	Wed 9/3/03	Wed 9/3/03
728	Create 3-5 key product talking points	1 day?	Wed 9/3/03	Wed 9/3/03
729	Create company backgrounder	1 day?	Wed 9/3/03	Wed 9/3/03
730	Internal media training - talking points, what to say, "quotables," etc.	1 day?	Wed 9/3/03	Wed 9/3/03
731	Establish procedures and policies (flaming, spokesperson, routing)	1 day?	Wed 9/3/03	Wed 9/3/03
732	Establish and solidify crisis management approach	1 day?	Wed 9/3/03	Wed 9/3/03
733	Key executive and product pictures	1 day?	Wed 9/3/03	Wed 9/3/03
734	Determine PR objectives & measurement	1 day?	Wed 9/3/03	Wed 9/3/03
735	Positive company image	1 day?	Wed 9/3/03	Wed 9/3/03
736	Positive product launch	1 day?	Wed 9/3/03	Wed 9/3/03
737	Favorable product reviews	1 day?	Wed 9/3/03	Wed 9/3/03
738	Manage, mitigate, eliminate poor product reviews	1 day?	Wed 9/3/03	Wed 9/3/03
739	Obtain favorable coverage from key analysts and consultants	1 day?	Wed 9/3/03	Wed 9/3/03
740	External PR - Hire PR firm - Option 1	1 day?	Wed 9/3/03	Wed 9/3/03
741	Internal PR - Option 2 (or augment internal w/agency)	1 day?	Wed 9/3/03	Wed 9/3/03
742	Build target list, database and calendar	1 day?	Wed 9/3/03	Wed 9/3/03
743	Identify target audience (prospects (Sales, IT, CEO), analyst, press)	1 day?	Wed 9/3/03	Wed 9/3/03
744	Identify and compile industry influencers, compile backgrounds	1 day?	Wed 9/3/03	Wed 9/3/03
745	Industry analyst	1 day?	Wed 9/3/03	Wed 9/3/03
746	Industry consultants	1 day?	Wed 9/3/03	Wed 9/3/03
747	Industry organizations	1 day?	Wed 9/3/03	Wed 9/3/03
748	Identify and compile target publications	1 day?	Wed 9/3/03	Wed 9/3/03
749	Trade publications	1 day?	Wed 9/3/03	Wed 9/3/03
750	On-line publications	1 day?	Wed 9/3/03	Wed 9/3/03
751	National business publications	1 day?	Wed 9/3/03	Wed 9/3/03
752	User groups	1 day?	Wed 9/3/03	Wed 9/3/03
753	Newsletters	1 day?	Wed 9/3/03	Wed 9/3/03
754	Beta testing groups	1 day?	Wed 9/3/03	Wed 9/3/03
755	Identify target trade events	1 day?	Wed 9/3/03	Wed 9/3/03
756	Compile contacts	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
757	Compile calendars	1 day?	Wed 9/3/03	Wed 9/3/03
758	Get speaker topics and submissions for speakers	1 day?	Wed 9/3/03	Wed 9/3/03
759	Calendar - Compile editorial schedules of target pubs, analysts and buyer's guides	1 day?	Wed 9/3/03	Wed 9/3/03
760	Create reviewer's guide w/ product package (folder, reviews, sell sheets, contacts)	1 day?	Wed 9/3/03	Wed 9/3/03
761	Reactive campaigning	1 day?	Wed 9/3/03	Wed 9/3/03
762	Submit product for articles within timelines	1 day?	Wed 9/3/03	Wed 9/3/03
763	Submit products for review, and manage review process	1 day?	Wed 9/3/03	Wed 9/3/03
764	Proactive campaigning	1 day?	Wed 9/3/03	Wed 9/3/03
765	Investigate, then contact Analyst and setup up interviews with executive management	1 day?	Wed 9/3/03	Wed 9/3/03
766	Conduct Analyst interviews (with talking points)	1 day?	Wed 9/3/03	Wed 9/3/03
767	Follow-up, understand analysts take, quadrant on positioning grids	1 day?	Wed 9/3/03	Wed 9/3/03
768	Follow-up with executives to help them maintain contact w/press as "experts"	1 day?	Wed 9/3/03	Wed 9/3/03
769	Issue press release	1 day?	Wed 9/3/03	Wed 9/3/03
770	Setup press tour (preferably at trade events)	1 day?	Wed 9/3/03	Wed 9/3/03
771	Arrange schedule & location	1 day?	Wed 9/3/03	Wed 9/3/03
772	Determine participants	1 day?	Wed 9/3/03	Wed 9/3/03
773	Book and interview	1 day?	Wed 9/3/03	Wed 9/3/03
774	Trade show events	1 day?	Wed 9/3/03	Wed 9/3/03
775	Submit executives as expert speakers at events	1 day?	Wed 9/3/03	Wed 9/3/03
776	Hold press conference (press kits)	1 day?	Wed 9/3/03	Wed 9/3/03
777	Write ghost stories and submit to freelance writers	1 day?	Wed 9/3/03	Wed 9/3/03
778	Create white papers - validating your unique value	1 day?	Wed 9/3/03	Wed 9/3/03
779	Produce and place reference case and success stories	1 day?	Wed 9/3/03	Wed 9/3/03
780	On-line ombudsman - monitoring/response (SIGS/Forums/Websites/Usenet)	1 day?	Wed 9/3/03	Wed 9/3/03
781	Follow-up and Tracking	1 day?	Wed 9/3/03	Wed 9/3/03
782	Read all reviews & correct mistakes	1 day?	Wed 9/3/03	Wed 9/3/03
783	Send corrections to editors	1 day?	Wed 9/3/03	Wed 9/3/03
784	Setup internal systems	1 day?	Wed 9/3/03	Wed 9/3/03
785	Clipping service and process	1 day?	Wed 9/3/03	Wed 9/3/03
786	Setup press clip books, bulletin board	1 day?	Wed 9/3/03	Wed 9/3/03
787	Internal, sales and reseller dissemination of press clips	1 day?	Wed 9/3/03	Wed 9/3/03
788	On-line press room - password protected	1 day?	Wed 9/3/03	Wed 9/3/03
789	Quarterly compilation, media quality quotient analysis, re-group	1 day?	Wed 9/3/03	Wed 9/3/03
790	# of publications announcing, first-look, features, user groups, evals distributed	1 day?	Wed 9/3/03	Wed 9/3/03
791	Ongoing - update reviewer database, update product reviewer's guide	1 day?	Wed 9/3/03	Wed 9/3/03
792	On-line marketing	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
793	SEO (many concepts from WilsonWeb.com)	1 day?	Wed 9/3/03	Wed 9/3/03
794	Set objectives (top 5 position, page rank, traffic goals)	1 day?	Wed 9/3/03	Wed 9/3/03
795	Fix navigation / Plan-o-gram (spider friendly)	1 day?	Wed 9/3/03	Wed 9/3/03
796	See page optimization for content topics	1 day?	Wed 9/3/03	Wed 9/3/03
797	Review load times	1 day?	Wed 9/3/03	Wed 9/3/03
798	Key words and phrases	1 day?	Wed 9/3/03	Wed 9/3/03
799	Brainstorm for 25 - 50 keywords that represent your site/product	1 day?	Wed 9/3/03	Wed 9/3/03
800	List additional keywords from website analytics (words used to find you previously)	1 day?	Wed 9/3/03	Wed 9/3/03
801	Pare down list to top 15 you want to own (more diverse, lower it will rank)	1 day?	Wed 9/3/03	Wed 9/3/03
802	Determine search frequency for your keywords	1 day?	Wed 9/3/03	Wed 9/3/03
803	http://inventory.overture.com/d/searchinventory/suggestion/	1 day?	Wed 9/3/03	Wed 9/3/03
804	www.wilsonweb.com/afd/wordtracker.htm	1 day?	Wed 9/3/03	Wed 9/3/03
805	List the most searched on words	1 day?	Wed 9/3/03	Wed 9/3/03
806	Decide which will be the most competitive (and if you want to go after them, prioritize)	1 day?	Wed 9/3/03	Wed 9/3/03
807	Determine current ranking	1 day?	Wed 9/3/03	Wed 9/3/03
808	www.marketleap.com/verify/	1 day?	Wed 9/3/03	Wed 9/3/03
809	search for free SEO program (won't store ratings for later evaluation)	1 day?	Wed 9/3/03	Wed 9/3/03
810	Webposition (now from www.webtrends.com)	1 day?	Wed 9/3/03	Wed 9/3/03
811	Trellian SEO Toolkit	1 day?	Wed 9/3/03	Wed 9/3/03
812	Bruce Clay's SEOToolSet	1 day?	Wed 9/3/03	Wed 9/3/03
813	Make Webpages Search Engine Friendly	1 day?	Wed 9/3/03	Wed 9/3/03
814	Clarity of the 1) Title, 2) description, metatags,3) headings,4) body text, 5) hyperlink text (keyword metatags are n	1 day?	Wed 9/3/03	Wed 9/3/03
815	Pattern of links to your domain name (quantity, quality, context)	1 day?	Wed 9/3/03	Wed 9/3/03
816	Age of domail URL, age of links to your site (older the better), length on site	1 day?	Wed 9/3/03	Wed 9/3/03
817	Maximize...	1 day?	Wed 9/3/03	Wed 9/3/03
818	Title. Most important element is the webpage title (found on TOP of Blue window)	1 day?	Wed 9/3/03	Wed 9/3/03
819	Description. A descriptive metatage. No more than 250 characters. Rich in keywords, describe site)	1 day?	Wed 9/3/03	Wed 9/3/03
820	Keywords. A metatage. Google doesn't use now, but Yahoo and others do. Less than 250 "chara	1 day?	Wed 9/3/03	Wed 9/3/03
821	Use commas between words (used by Yahoo)	1 day?	Wed 9/3/03	Wed 9/3/03
822	Headings. H1, H2, H2 in HTML. Next priority. CSS are not read--so use heading tags.	1 day?	Wed 9/3/03	Wed 9/3/03
823	body text. Content is finally king.	1 day?	Wed 9/3/03	Wed 9/3/03
824	Submit to Search Engines	1 day?	Wed 9/3/03	Wed 9/3/03
825	Submit to top 3 (Google, Yahoo! Search, MSN Search). Most of the others pull from them. Try next 7 if desired.	1 day?	Wed 9/3/03	Wed 9/3/03
826	Submit home page only - every other page should be linked.	1 day?	Wed 9/3/03	Wed 9/3/03
827	Do NOT use frames. They often do not get indexed by the engines at all.	1 day?	Wed 9/3/03	Wed 9/3/03
828	Do NOT reply on Flash or JavaScript Menus. Include text links on the bottom, or to a site map that finds everything	1 day?	Wed 9/3/03	Wed 9/3/03


ID	Task Name	Duration	Start	Finish
829	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?	Wed 9/3/03	Wed 9/3/03
830	Database driven sites need URL rewriting, HTML links, GoogleSiteMaps, etc. to be indexed properly (especially w/	1 day?	Wed 9/3/03	Wed 9/3/03
831	Consider Goodle Sitemap Generator (www.tarrantit.com/GoogleSiteMap/) if a database site (750 pages or less)	1 day?	Wed 9/3/03	Wed 9/3/03
832	Links Strategy - Get links to your site	1 day?	Wed 9/3/03	Wed 9/3/03
833	From industry hubs (highest rated sites)	1 day?	Wed 9/3/03	Wed 9/3/03
834	Number of Incoming links (more incoming, higher the rank)	1 day?	Wed 9/3/03	Wed 9/3/03
835	Relevance of the linking site (similar content sites, not generic)	1 day?	Wed 9/3/03	Wed 9/3/03
836	Determines Google PageRank (www.google.com/technology/). Google toolbar helps show these.	1 day?	Wed 9/3/03	Wed 9/3/03
837	Evaluate linking pattern to your site and competitor's sites (to see if you show up higher)	1 day?	Wed 9/3/03	Wed 9/3/03
838	www.linkpopularity.com (free site)	1 day?	Wed 9/3/03	Wed 9/3/03
839	www.marketleap.com/publinkpop (free site)	1 day?	Wed 9/3/03	Wed 9/3/03
840	OptiLink Link Reputation Analyzer - finds hubs, interlinks, etc. so you know who you want links from	1 day?	Wed 9/3/03	Wed 9/3/03
841	Get listed in directories (FREE is good)	1 day?	Wed 9/3/03	Wed 9/3/03
842	Yahoo! Directory (dir.yahoo) cost \$299 year. Good, if in your budget.	1 day?	Wed 9/3/03	Wed 9/3/03
843	dmoz.com (free, should get in this - be patient, volunteers)	1 day?	Wed 9/3/03	Wed 9/3/03
844	Business.com (links to business sites)	1 day?	Wed 9/3/03	Wed 9/3/03
845	Trade association directories (software publishing association, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
846	Avoid link farms - non-meaningful random links get discounted (especially don't link to them!)	1 day?	Wed 9/3/03	Wed 9/3/03
847	Avoid submission software (main 3 dominate, some are link farms, some are e-mail opt-in lists)	1 day?	Wed 9/3/03	Wed 9/3/03
848	Don't link to a site you wouldn't recommend (no trash reciprocal linking - ignore requests)	1 day?	Wed 9/3/03	Wed 9/3/03
849	Send personal e-mails or call sites you want to be linked to (alliances). Persist--we're all busy.	1 day?	Wed 9/3/03	Wed 9/3/03
850	Allow other sites to link to your content (an article, a video, etc.) - this will get the link	1 day?	Wed 9/3/03	Wed 9/3/03
851	Submit a press release (PRWebDirect, PRWEB.com, etc.). Link engines will pick it up and follow it back to your site	1 day?	Wed 9/3/03	Wed 9/3/03
852	Offer an award logo (I.e., Chanimal award. Their link back to you will get you traffic)	1 day?	Wed 9/3/03	Wed 9/3/03
853	Setup an affiliate program. The banners and text links will lead traffic back to you.	1 day?	Wed 9/3/03	Wed 9/3/03
854	Develop a free service. Content, database, calculator, etc. - others will link to it.	1 day?	Wed 9/3/03	Wed 9/3/03
855	Create a business blog. WordPress.org is a source. Content will be indexed.	1 day?	Wed 9/3/03	Wed 9/3/03
856	Build an online forum to get sticky visitors and indexed context.	1 day?	Wed 9/3/03	Wed 9/3/03
857	Build lots of content. Site with the most pages increases hits.	1 day?	Wed 9/3/03	Wed 9/3/03
858	Web page optimization	1 day?	Wed 9/3/03	Wed 9/3/03
859	Put one main topic for each page (easier for search spiders to categorize)	1 day?	Wed 9/3/03	Wed 9/3/03
860	Break long pages into shorter one topic pages	1 day?	Wed 9/3/03	Wed 9/3/03
861	Don't Get banned	1 day?	Wed 9/3/03	Wed 9/3/03
862	Don't repeate same keywords without variation	1 day?	Wed 9/3/03	Wed 9/3/03
863	Do not hide text (same color as background) - kiss of death	1 day?	Wed 9/3/03	Wed 9/3/03
864	Do not create pages with duplicate content or mirrored sites	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
865	Upload trials to popular download sites (if applicable)	1 day?	Wed 9/3/03	Wed 9/3/03
866	ZDNet.com	1 day?	Wed 9/3/03	Wed 9/3/03
867	Download.com	1 day?	Wed 9/3/03	Wed 9/3/03
868	BestDownload.com	1 day?	Wed 9/3/03	Wed 9/3/03
869	TopShareWare.com	1 day?	Wed 9/3/03	Wed 9/3/03
870	CNET.com	1 day?	Wed 9/3/03	Wed 9/3/03
871	Tuscows.com	1 day?	Wed 9/3/03	Wed 9/3/03
872	On-line Omsbudsman	1 day?	Wed 9/3/03	Wed 9/3/03
873	Review the official online spokesperson role (escalate anything negative)	1 day?	Wed 9/3/03	Wed 9/3/03
874	Review the On-line Omsbudsman spreadsheet (Chanimal)	1 day?	Wed 9/3/03	Wed 9/3/03
875	Create forum profiles (who we are looking for)	1 day?	Wed 9/3/03	Wed 9/3/03
876	Identify all major (top 50) applicable forums	1 day?	Wed 9/3/03	Wed 9/3/03
877	Register on each major site if required and create generic personal identity	1 day?	Wed 9/3/03	Wed 9/3/03
878	Register on relevant blogs	1 day?	Wed 9/3/03	Wed 9/3/03
879	Review ethics of online posting - discreet, but nothing embarrassing if found to work for the company	1 day?	Wed 9/3/03	Wed 9/3/03
880	Daily Participation - 1 hour per day	1 day?	Wed 9/3/03	Wed 9/3/03
881	Introduce applicable topics	1 day?	Wed 9/3/03	Wed 9/3/03
882	Post questions to see if anyone knows of our software or type of software, respond to own question later	1 day?	Wed 9/3/03	Wed 9/3/03
883	Respond to any topics with reference to our product	1 day?	Wed 9/3/03	Wed 9/3/03
884	Seek to create categories to address needs our product solves	1 day?	Wed 9/3/03	Wed 9/3/03
885	Discover any negative product comments & respond positively	1 day?	Wed 9/3/03	Wed 9/3/03
886	Identify any potentially harmful comments requiring official response - refer to Management	1 day?	Wed 9/3/03	Wed 9/3/03
887	Ghost write positive product reviews	1 day?	Wed 9/3/03	Wed 9/3/03
888	Paid Advertisements	1 day?	Wed 9/3/03	Wed 9/3/03
889	Search Engine Ads	1 day?	Wed 9/3/03	Wed 9/3/03
890	Google Adwords	1 day?	Wed 9/3/03	Wed 9/3/03
891	Business.com	1 day?	Wed 9/3/03	Wed 9/3/03
892	CNET download.com	1 day?	Wed 9/3/03	Wed 9/3/03
893	Pay Per Click	1 day?	Wed 9/3/03	Wed 9/3/03
894	Business.com	1 day?	Wed 9/3/03	Wed 9/3/03
895	Bidvertiser.com	1 day?	Wed 9/3/03	Wed 9/3/03
896	Create promotion landing pages	1 day?	Wed 9/3/03	Wed 9/3/03
897	E-commerce system	1 day?	Wed 9/3/03	Wed 9/3/03
898	Determine in-house or external service (Yahoo, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
899	Setup Opt-in list for content	1 day?	Wed 9/3/03	Wed 9/3/03
900	Setup On-line forum for community (see www.sonymediasoftware.com/forums (over 37k posts))	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
901	Website statistics reports	1 day?	Wed 9/3/03	Wed 9/3/03
902	Setup online research - on-line surveys (to prioritize product features and get feedback)	1 day?	Wed 9/3/03	Wed 9/3/03
903	Setup Search engine	1 day?	Wed 9/3/03	Wed 9/3/03
904	Setup industry resource to establish credibility (www.mrhvac.com, chanimal.com)	1 day?	Wed 9/3/03	Wed 9/3/03
905	Direct response	1 day?	Wed 9/3/03	Wed 9/3/03
906	Determine objectives	1 day?	Wed 9/3/03	Wed 9/3/03
907	Determine target audience	1 day?	Wed 9/3/03	Wed 9/3/03
908	Determine type (direct mail, direct e-mail)	1 day?	Wed 9/3/03	Wed 9/3/03
909	Find list (alliances, list brokers)	1 day?	Wed 9/3/03	Wed 9/3/03
910	Create direct mail piece	1 day?	Wed 9/3/03	Wed 9/3/03
911	Mailing/Direct e-mail	1 day?	Wed 9/3/03	Wed 9/3/03
912	Advertising	1 day?	Wed 9/3/03	Wed 9/3/03
913	Print	1 day?	Wed 9/3/03	Wed 9/3/03
914	Determine objectives	1 day?	Wed 9/3/03	Wed 9/3/03
915	Review competitor's campaigns (if any) - Adscope, personal clippings	1 day?	Wed 9/3/03	Wed 9/3/03
916	Determine the target audience - buyer and influencers	1 day?	Wed 9/3/03	Wed 9/3/03
917	Decision maker (IT Director, VP Sales, CEO, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
918	Influencers (IT (will it integrate), users)	1 day?	Wed 9/3/03	Wed 9/3/03
919	Veto - Objections (CFO, budgets, users)	1 day?	Wed 9/3/03	Wed 9/3/03
920	Create a profile of the target per pub type	1 day?	Wed 9/3/03	Wed 9/3/03
921	Determine if you will use a matching, divergent or combined approach	1 day?	Wed 9/3/03	Wed 9/3/03
922	Determine budget (based on ROI)	1 day?	Wed 9/3/03	Wed 9/3/03
923	Industry ratios (10-20% on marketing)	1 day?	Wed 9/3/03	Wed 9/3/03
924	Cost per placement, Expected # leads/ad, Avg Rev/Sale, Close %, = projected revenue, ratio	1 day?	Wed 9/3/03	Wed 9/3/03
925	Media selection	1 day?	Wed 9/3/03	Wed 9/3/03
926	Order trade or reseller pubs	1 day?	Wed 9/3/03	Wed 9/3/03
927	Review demographics and editorial schedules	1 day?	Wed 9/3/03	Wed 9/3/03
928	Select media, get rate cards and make proposed media schedule	1 day?	Wed 9/3/03	Wed 9/3/03
929	Create ad concept, copy and design (use Z format, direct response w/offer)	1 day?	Wed 9/3/03	Wed 9/3/03
930	Decide ad size	1 day?	Wed 9/3/03	Wed 9/3/03
931	Ad concept	1 day?	Wed 9/3/03	Wed 9/3/03
932	Ad copy	1 day?	Wed 9/3/03	Wed 9/3/03
933	Determine promotions, direct response - order promo items/setup	1 day?	Wed 9/3/03	Wed 9/3/03
934	Unique URL/Phone - Setup	1 day?	Wed 9/3/03	Wed 9/3/03
935	Ad design w/look and feel	1 day?	Wed 9/3/03	Wed 9/3/03
936	Determine frequency	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
937	Media Buying: Negotiate and place ads (review 24 negotiation techniques on Chanimal)	1 day?	Wed 9/3/03	Wed 9/3/03
938	Create on-line ad response landing page & mini-portal	1 day?	Wed 9/3/03	Wed 9/3/03
939	Tracking & ROI: Ensure a lead dissemination and follow-up system is in place	1 day?	Wed 9/3/03	Wed 9/3/03
940	Campaign Eval: Review ad response, evaluate and report	1 day?	Wed 9/3/03	Wed 9/3/03
941	Radio	1 day?	Wed 9/3/03	Wed 9/3/03
942	Television	1 day?	Wed 9/3/03	Wed 9/3/03
943	Event marketing	1 day?	Wed 9/3/03	Wed 9/3/03
944	Determine objectives (leads, pr, sell, intelligence, resellers, recruit)	1 day?	Wed 9/3/03	Wed 9/3/03
945	Determine target audience (end users, resellers, alliances)	1 day?	Wed 9/3/03	Wed 9/3/03
946	Research and compile all events (national, international and regional that meet criteria)	1 day?	Wed 9/3/03	Wed 9/3/03
947	Review all event dates against product launch schedules	1 day?	Wed 9/3/03	Wed 9/3/03
948	Determine to attend, exhibit ourselves, or work inside alliance booth (Matrix)	1 day?	Wed 9/3/03	Wed 9/3/03
949	Determine trade show coordinator	1 day?	Wed 9/3/03	Wed 9/3/03
950	Create event calendar & budget	1 day?	Wed 9/3/03	Wed 9/3/03
951	Review competitive event schedule	1 day?	Wed 9/3/03	Wed 9/3/03
952	Consider alliance event schedule	1 day?	Wed 9/3/03	Wed 9/3/03
953	Budget	1 day?	Wed 9/3/03	Wed 9/3/03
954	Capital: Booth, Stands, Equipment	1 day?	Wed 9/3/03	Wed 9/3/03
955	Booth	1 day?	Wed 9/3/03	Wed 9/3/03
956	Stands	1 day?	Wed 9/3/03	Wed 9/3/03
957	Equipment (Monitor, speakers)	1 day?	Wed 9/3/03	Wed 9/3/03
958	Containers	1 day?	Wed 9/3/03	Wed 9/3/03
959	Display items	1 day?	Wed 9/3/03	Wed 9/3/03
960	Crate	1 day?	Wed 9/3/03	Wed 9/3/03
961	Booth shirts w/Logos	1 day?	Wed 9/3/03	Wed 9/3/03
962	Booth space cost	1 day?	Wed 9/3/03	Wed 9/3/03
963	Booth & Supply Transportation	1 day?	Wed 9/3/03	Wed 9/3/03
964	Collateral (product slicks)	1 day?	Wed 9/3/03	Wed 9/3/03
965	Personal Transportation (flights, taxis, parking)	1 day?	Wed 9/3/03	Wed 9/3/03
966	Food	1 day?	Wed 9/3/03	Wed 9/3/03
967	Signage	1 day?	Wed 9/3/03	Wed 9/3/03
968	Give-away items (portable DVD, Aero-Props)	1 day?	Wed 9/3/03	Wed 9/3/03
969	Rental items	1 day?	Wed 9/3/03	Wed 9/3/03
970	Carpet	1 day?	Wed 9/3/03	Wed 9/3/03
971	Tables (if not included)	1 day?	Wed 9/3/03	Wed 9/3/03
972	Chairs (2)	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	Start	Finish
973	Badge Scanner	1 day?	Wed 9/3/03	Wed 9/3/03
974	Determine booth size	1 day?	Wed 9/3/03	Wed 9/3/03
975	Sign-up for events	1 day?	Wed 9/3/03	Wed 9/3/03
976	Create booth & trade-show kit	1 day?	Wed 9/3/03	Wed 9/3/03
977	Graphics	1 day?	Wed 9/3/03	Wed 9/3/03
978	Stands	1 day?	Wed 9/3/03	Wed 9/3/03
979	Power Cords	1 day?	Wed 9/3/03	Wed 9/3/03
980	Monitor	1 day?	Wed 9/3/03	Wed 9/3/03
981	Speaker w/headset	1 day?	Wed 9/3/03	Wed 9/3/03
982	Mini-carpet sweeper	1 day?	Wed 9/3/03	Wed 9/3/03
983	Containers to ship	1 day?	Wed 9/3/03	Wed 9/3/03
984	Create trade show collateral	1 day?	Wed 9/3/03	Wed 9/3/03
985	Product slick	1 day?	Wed 9/3/03	Wed 9/3/03
986	Copy	1 day?	Wed 9/3/03	Wed 9/3/03
987	Design	1 day?	Wed 9/3/03	Wed 9/3/03
988	Print	1 day?	Wed 9/3/03	Wed 9/3/03
989	Determine show promotion	1 day?	Wed 9/3/03	Wed 9/3/03
990	Single give-away (portable DVD player)	1 day?	Wed 9/3/03	Wed 9/3/03
991	General give-away (Aero-Props w/Name)	1 day?	Wed 9/3/03	Wed 9/3/03
992	Promo sign	1 day?	Wed 9/3/03	Wed 9/3/03
993	Trade Show Lead form	1 day?	Wed 9/3/03	Wed 9/3/03
994	Create separate form for each event	1 day?	Wed 9/3/03	Wed 9/3/03
995	Post Show	1 day?	Wed 9/3/03	Wed 9/3/03
996	Import or enter leads into database	1 day?	Wed 9/3/03	Wed 9/3/03
997	Sales follow-up calls	1 day?	Wed 9/3/03	Wed 9/3/03
998	Evaluation and ROI calculation	1 day?	Wed 9/3/03	Wed 9/3/03
999	Collateral	1 day?	Wed 9/3/03	Wed 9/3/03
1000	Price list and matrix	1 day?	Wed 9/3/03	Wed 9/3/03
1001	Customer PowerPoint's	1 day?	Wed 9/3/03	Wed 9/3/03
1002	Reseller (program) PowerPoint's	1 day?	Wed 9/3/03	Wed 9/3/03
1003	Alliance PowerPoint's	1 day?	Wed 9/3/03	Wed 9/3/03
1004	Alliance kit	1 day?	Wed 9/3/03	Wed 9/3/03
1005	Product demo script	1 day?	Wed 9/3/03	Wed 9/3/03
1006	Folders	1 day?	Wed 9/3/03	Wed 9/3/03
1007	Product packaging	1 day?	Wed 9/3/03	Wed 9/3/03
1008	Product slick	1 day?	Wed 9/3/03	Wed 9/3/03

ID	 Task Name	Duration	Start	Finish
1009	Sell sheet (if using resellers/distribution)	1 day?	Wed 9/3/03	Wed 9/3/03
1010	Family brochure (if needed)	1 day?	Wed 9/3/03	Wed 9/3/03
1011	Press reprints	1 day?	Wed 9/3/03	Wed 9/3/03
1012	Customer testimonials (booklet)	1 day?	Wed 9/3/03	Wed 9/3/03
1013	Demo CD-ROM / Video	1 day?	Wed 9/3/03	Wed 9/3/03
1014	Case Studies	1 day?	Wed 9/3/03	Wed 9/3/03
1015	White paper	1 day?	Wed 9/3/03	Wed 9/3/03
1016	Sample RFI and RFQ templates	1 day?	Wed 9/3/03	Wed 9/3/03
1017	Competitive matrix (sales version)	1 day?	Wed 9/3/03	Wed 9/3/03
1018	3rd Party add-on book (once alliances kick in)	1 day?	Wed 9/3/03	Wed 9/3/03
1019	Branded give-away items	1 day?	Wed 9/3/03	Wed 9/3/03
1020	Reviewer's guide	1 day?	Wed 9/3/03	Wed 9/3/03
1021	35 mm slides	1 day?	Wed 9/3/03	Wed 9/3/03
1022	Hi-res pictures of key executives, products	1 day?	Wed 9/3/03	Wed 9/3/03
1023	Logo usage guidelines	1 day?	Wed 9/3/03	Wed 9/3/03

ID	Task Name	Duration	% Done	Resource N	tember		
					T	W	T
1	High-level plan of action	8 days?	0%				
2	Conduct initial internal assessment (current product, systems, capabilities)	0.5 days	0%				
3	Deliverables	3 days?	0%				
4	Org Chart - who does what?	1 day?	0%				
5	Existing business/marketing plans, budgets	1 day?	0%				
6	Passwords into existing portal, software, etc.	1 day?	0%				
7	Create detailed plan of action, time, dates	4 days	0%				
8	Meet with team to review deliverables, timelines, delegation	0.25 days	0%				
9	Meet to collaborate and divide strategic marketing work	0.25 days	0%				
10	Initial Internal Assessment - Sequence	2.75 days?	0%				
11	Operational	1 day?	0%				
12	Product	1 day?	0%				
13	Competitive Information - mgmt assessment	0.25 days	0%				
14	Roadmap	1 day?	0%				
15	Current business materials	0.1 days	0%				
16	Pricing	0.1 days	0%				
17	Plans - compile and review	0.1 days	0%				
18	Placement	1 day?	0%				
19	Promotions	0.1 days	0%				
20	Sales Collateral - compile and file	0.1 days	0%				
21	Operations	3.1 days?	0%				
22	Budget - review current, establish new budget based on plan, financing & tripwires	1 day	0%				
23	Org Chart - current and future in phases	1 day?	0%				
24	Hire Intern(s) if applicable	1 day?	0%				
25	Review existing policies, processes	0.1 days	0%				
26	Solidify objectives	1 day?	0%				
27	Strategy	#####	0%				
28	Marketing Plan (items "unique" to plan not covered below)	7.2 days?	0%				
29	Situational Analysis	2 days?	0%				
30	Define our current and future space - categorize our space	1 day	0%				
31	Market Environment	2 days?	0%				
32	Economic conditions, growth, analysis	0.25 days	0%				
33	Social & Political issues	0.25 days	0%				
34	Competitive Analysis (product/market/mgmt/financing/distribution)	2 days?	0%				
35	Define our exact market space	1 day	0%				
36	Review each major competitor - below in PM	1 day?	0%				