

**Resources, Cast & Crew**

Who and what you have available

Resources cast and crew. Andrew Martin, site designer/developer. Leslie Charles, case study and tool designer. Giannina Granata Silverman, identity design. Mark Firehammer, technology coach. Kelly Snodgrass, process and project coach, copy editor. Mary Now, voiceovers and creative muse. Tom Schuyt, copy editor. UMass Intern. BNI. Chamber. Hidden-Tech. RTC.

**Actions & Milestones**

Critical tasks and stages to advance toward objectives

**September** - Strategy formulation and review. Develop the site structure and navigation. Start design process. Negotiate fees or barter with vendors. Develop detailed calendar. Make assignments and accountabilities. Draft knowledge products

**October** - Assess copywriting requirements for each page. Develop editorial calendar. Complete two knowledge products. Research and select shopping cart and auto responder tool. Research, purchase and begin study of ancillary technology tools. Draft first case study. Finalize site designed, navigation, and structure. Study the masters.

**November** - Draft second and third case study. Develop teaser e-mail content and schedule. Integrate technology tools. Solicit and apply feedback from beta testers. Engage copy editors. Polish site content, and make final tweaks to lay out. Create Tele-Class agendas and content. Record video clips.

**December** - Develop pre-launch plan including: radio, network blitz, direct mail. Complete testing. Polish all three case studies. Polish three months worth of e-mail teaser content. Line up future case study subjects. Package knowledge products.

**Success Factors**

Attitudes, principles and behaviors required for success

**Web site re-launch**  
to re-brand, and build opt-in e-mail list. Go live by Q-4/06

Launch high value, e-mail communication vehicle to all captured e-mail addresses. 1000 subscribers in 1st three months

Sell case studies. Sell 10 case studies in 1st month.

**Obstacles**

Potential challenges or roadblocks

Insufficient funds for complete outsourcing. Lack of knowledge about multiple new technologies required for project completion. Fear, uncertainty, and doubt. Procrastination. The energy drain from doing billable work. Absence of repeatable systems. Slow pace of copywriting. Barter and favors are hard to manage, i.e. slow response time, weak leverage. Inexperience.

**Docking**

Items for later discussion, review, or attention.

Develop password-protected area on web site. Build an affiliate network. Apply search engine optimization techniques. Compile case studies for a new book.

**Objectives**

Deliverables, outcomes, or goals

