Using XYZ Resources To Help Grow By Test Making in

- 1. To be recognized in (major geographical market area in US) for providing unique XYZ activities and services
- 2. To get 10,000 hits on our XYZ website from (target area) by (deadline)
- 3. To open up a "Commanding Presence" in (target area) by year end ______

 1,500 Level B customers & 15 Level A contracts
- 4. To use XYZ, training and consulting as a "door opener" for bigger business



5. To open up opportunities we may or may not see at this time



6. To "reach" 100,000 new Level B customers by the end of this decade

Purpose of Our Planning Sessions Theme: Jump start XYZ

Part 1	To develop a Business "Model" / Roadmap				
Part	To develop 4-6 key approaches for establishing a "Commanding Presence"				
2	in target area				
Part 3	To get a "working draft" ABC proposal				
Part 4	To develop a plan to get customer feedback on XYZ				
Part 5	To analyze the 3 vendors for getting XYZ's name to the market				
Part 6	To figure out how to get consultants time "100 % billable"				
Part 7	To calculate 3-5 critical metrics to track for success				
Part 8	To walk away with specific Marching Orders Part A (Action Plan) plus a Part B (Communications Plan)				

Non-Purpose:

To dwell on the past

To spend time on the content of XYZ

To go outside target area except for work on ABC



Business "Model" / Map / Compass

A business model is "what a business does and how a business makes money doing those things

Option 1	Option 2	Option 3	Option 4
Key Elements	Key Elements	Key Elements	Key Elements
# 1 What business are we in - Really in	# 1	#1	# 1
# 2	# 2	# 2	# 2
#3	# 3	#3	#3
How payment system works	How payment system works	How payment system works	How payment system works
\$\$\$	\$\$\$	\$\$\$	\$\$\$

CONCLUSION



Establishing a "Commanding Presence "in Target Area by year end _

1. Who do we Absolutely need know in

2. How will we do it?

3. How to blast open

with XYZ?

4. Ways to make XYZ the talk of

5. How to build awareness about XYZ with

Audience **Audience**

Audience Audience

6. Ways to build awareness about XYZ with

Audience Audience Audience Audience

7. Ways to build "raving fans for XYZ among

Audience Audience Audience Audience 8. Who do we know in who can help us blast open the market?

9. What media do we want to work with in



Establishing a "Commanding Presence "in Target Area by year end _____

10. How do we use XYZ to build a "COMMANDING PRESENCE" with...

a. Future contracts

b. PotentialBuy-Outs

c. Potential Partners

d. ____s

e,____

f. _____

11. Ways to use outbound marketing

12. Ways to use inbound marketing

13. Ways to use combined inbound and outbound marketing

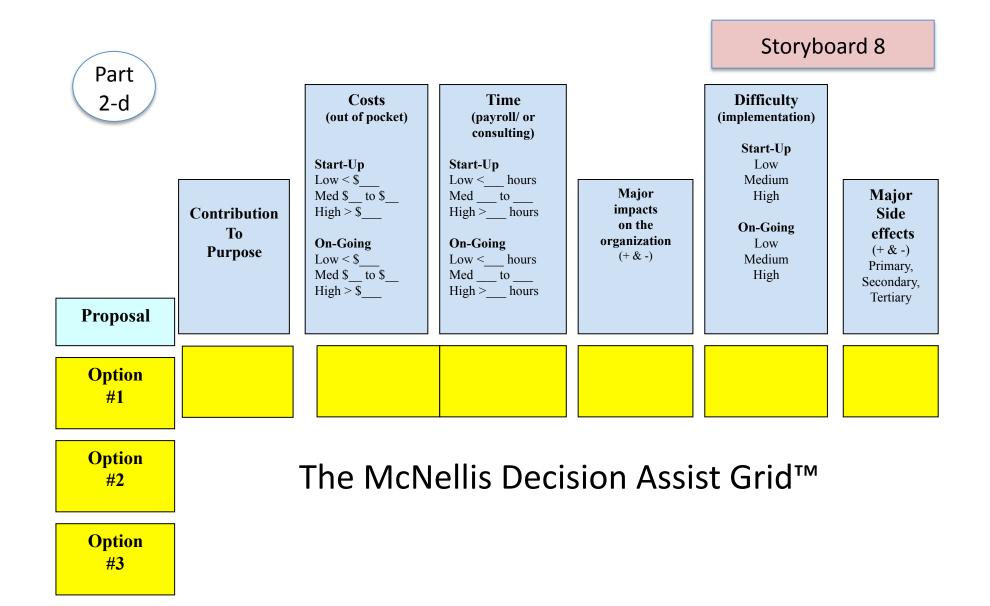
14. How do we maximize our consultants "billable" time doing _____

15. What Media do we want to work with in

16. Fast, cheap and easy ways to make XYZ known in _____ with the right people

17. What "tables" do we want to be sitting at in

18. Six month costs for DOING expansion test



Part 3

ABC Funding

What is our PRODUCT

What REALLY is our PRODUCT

So what

Why Is it Important

Our Goal for the Future

How will we keep it ROBUST

How much will it cost

How much will it REALLY cost

Sources of Income

Year 1 Year 1 Year 1 Year 1 Year 1

Income

Expense

Net



Getting Customer Feedback

What information
do we want to
collect

Positive Feedback

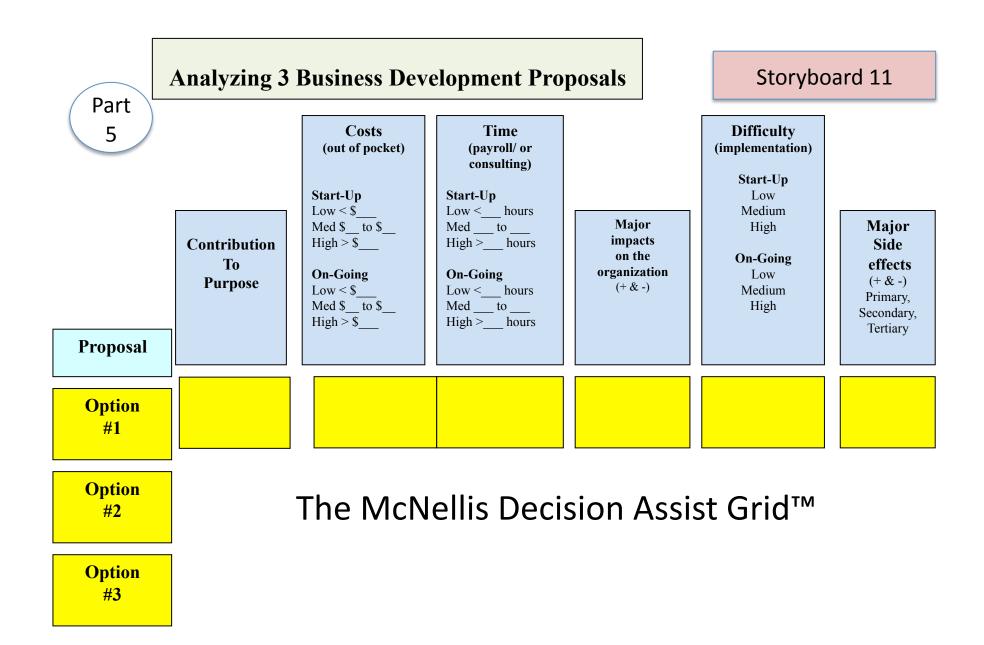
Difficulty w/ System

Suggestions for Improvement

Ways to market the XYZ

Task	Who Will Do it	Expected Result	Deadline
Develop a format	Consultant	Develop a format	Date
Contact 2 schools	Consultant	Completed format interview report	Date
Task	Name	Specific Result	Date
Task	Name	Specific Result	Date

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Measuring Our 6 Month Effectiveness

Hits on XYZ Website

Goal / Actual Results

Hits of XYZ Life Resources Website

Goal / Actual Results

Potential " buyers" (based on business model)

Goal / Actual Results

Future Contracts

Goal / Actual Results

Potential Buy Outs

Goal / Actual Results

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Goal / Actual Results

Action Plan For Next Two Weeks

Tasks	Who will do it/ Deadline	Expected Results	Status Update	Tasks	Who will do it/ Deadline	Expected Results	Status Update

Communications Plan

Specific Messages	Who Needs To Know	What They Need To Know	Who Will Tell Them	How Will We Tell Them	Deadline
	Trustees	1,2,4	Name	Method	Date
1. Message	Audience	1,4,6	Name	Method	Date
2. Message	Audience	2,4	Name	Method	Date
3. Message					Date
4. Message	Audience	1,2,6	Name	Method	Date
5. Message					
6. Message					