

BRAND DEVELOPMENT SCHEDULE (SAMPLE)

Element	Description	Timeframe					
		Jan–March 07	Apr–June 07	Jul–Sept 07	Oct–Dec 07	Jan–March 08	Apr–June 08
BUSINESS PROPOSAL	<ul style="list-style-type: none"> • Brand Identity • Audience • Comparative Analysis • Brand Positioning • Marketing & Media Plan • Business Models 						
BOOKS & CONTENT DEVELOPMENT	<ul style="list-style-type: none"> • Book Proposal development • Pursue book sale to Publisher • Book development with Publisher • Pre-release Promotion • Release & Promotion • Ongoing: Promotion 						
TV SHOW/ FEATURE FILM	<ul style="list-style-type: none"> • Identify potential outlets • Develop idea • Craft pitch documents • Identify producing partners • Pitch • Secure deal • Develop project • Package project • Pre-production • Production • Media Promotion 						
WEBSITE	<ul style="list-style-type: none"> • Use website as main portal • Updated & upgradeable resources • Promotion of client brand • Promotion of seminars • Product sales • News/alerts & information 						
PRODUCT DEVELOPMENT including DVD/CD & Workbooks, Teleseminars, Podcasts, Subscriber Services & Merchandising	<ul style="list-style-type: none"> • Develop, market & distribute workbooks • Develop, market & distribute CDs • Develop, market & distribute DVDs 						

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EVENTS	<ul style="list-style-type: none"> • Hosting • Sponsorship • Promotion 						
DISTRIBUTION CHANNELS	<ul style="list-style-type: none"> • Create master hit list • Bookstores • AOL/Better Life Media • Book Expo • National & International markets (UK, AU) 						
SEMINAR (1-2 Annual)	<ul style="list-style-type: none"> • Packaging & Positioning • Content Design • Marketing & Promotion • Identify & secure cross-promotional Partners • Database management • Event Planning • Recruit Event Producer • Tech & AV Planning • Registration • Delivery • Post Event wrap-up • Ongoing: Marketing • Ongoing: Event Planning & Delivery 						
MARKETING / CROSS-PROMOTIONAL & MEDIA PARTNERS	<ul style="list-style-type: none"> • Master List • Identify Promotional opportunities • Pitch • Create alliance • Provide materials • Manage relationship • Implement • Follow-up • Assessment 						
SPEAKING	<ul style="list-style-type: none"> • Cruise Ships • Corporations • Expos • Conferences • Learning Annex • Lecture Circuit • Book Signings 						

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PR & MEDIA PLANNING	<ul style="list-style-type: none"> • Press & publicity for brand • Interviews, TV & Radio segments • Byline articles & interviews in magazines & newspapers • Corporate endorsements • Testimonials • Brand cross-promotion • Spokesperson • Radio & TV • Book Signings 						
CONSULTING SERVICES	<ul style="list-style-type: none"> • Fine-tune package & Marketing concept • Create & print Marketing materials • Promote at Seminars & Speaking engagements • Delivery 						
BRAND MANAGEMENT	<ul style="list-style-type: none"> • Create a corporate identity for Seminar & Brand • Create visuals, hook, taglines & slogans • Maximize & manage brand potential • Ongoing: market awareness, positioning & competitiveness • Brand Extensions: including but not limited to: <ul style="list-style-type: none"> • Spokesperson • Seminar series • Own TV/Radio Shows • Merchandising 						
CORPORATE	<ul style="list-style-type: none"> • Legal Structure • Accounting • Support staff • Set long-term corporate structure & management system 						