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| --- | --- | --- | --- | --- | --- | --- | --- |
| 6-1a |  | Identify 20 corporations, associations, groups, and conferences to target |  | 0.5x |  |  |  |
| 6-1b |  | Do web research to find a "cluster" of related associations, groups, conferences and build out the rest of the target prospect list |  | 0.5x |  |  |  |
| 6-1c |  | Organize the research and created data onto a excel sheet, using the “organizing” SOP |  |  |  |  |  |
| 6-2a |  | Update page for speaking |  | 0.10.2 |  |  |  |
| 6-3 |  | Use prospect list from 6-1 and 6-2 and send referral/speaking emails. |  | 0.2 |  |  |  |
| 6-4 |  | Do a quick "reconnaissance pass" for each prospect (visit their website, get a feel for their past events, download their previous conference brochure, check out their blog or online publications - this 5-10 min. MAX) and call 10 prospects by phone |  | 0.5 |  |  |  |
| 6-5 |  | Send follow up email to prospect list from 6-3 |  | 0.1 |  |  |  |
| 6-6 |  | Repeat "reconnaissance pass" for each prospect for 10 more prospects  |  | 0.5 |  |  |  |
| 6-7 |  | Pick 3 top target professional and trade associations and reach out to FIVE members of their Board of Directors with request to interview them about their industry, trends, and emerging issues that are important to their peers. |  | 0.5 |  |  |  |
| 6-8 |  | Go back to prospects from 6-3 if they have not responded via email, RESEND email with “re-send” note: Dear Bob - just resending the below in case it got lost in the shuffle. Please do get back to me and let me know. |  | 0.1 |  |  |  |
| 6-9 |  | Reconnect with 5 past clients via contractually |  | 0.2 |  |  |  |
| 6-10 |  | Check mailchimp, constant contact and other lists we have for familiar names/domains. Reach out to them with a note thanking them for being a subscriber and inviting them to a quick conversation about what type of content, strategies, and advice they could use right now.  |  | 0.5x |  |  |  |
| 6-12 |  | Do a "cleanup pass" from step 1- 10 activity – follow up replies, make call appointments, send proposals  |  | 0.5 |  |  |  |
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| 6-13 |  | Follow up with Board Member calls from 6-7 and/or invite more of them to a short interview. |  | 0.5 |  |  |  |
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