

QUARTERLY PLAN

INTERNAL		EXTERNAL	
STRENGTHS	OPPORTUNITIES		
Processes People Profit	New ad channels Retargeting/ uploading subscribers Endorsers • (Ron Paul) Competitor bankruptcy		
WEAKNESSES	THREATS		
Experience Management Lack of capital Technical limitations	Prize erosion Compliance Legal Aggressive competitors		

COMPANY'S YOUR RULES (CORE VALUES)

1. WHAT DO YOU DO?
2. HOW DO YOU BEHAVE?
3. WHAT IS YOUR #1 PRIORITY?

VISION STATEMENT

KEY NUMBERS	
REVIEW	PLAN
Front end customer acquisition Rev/subscriber/month Reoccurring revenue	Target 20,000 customers at 90% break even
TRENDS	
REVIEW	PLAN
Declining revenue per sub per month	Target \$1 per sub per month via internal blitzes
PEOPLE	
REVIEW	PLAN
Assessment Needs Training	Recruiting for marketer Training for supply chain
PRODUCTS	
REVIEW	PLAN
Old New	Kill Refresh
PROFIT	
REVIEW	PLAN
Margin: what is acceptable to you Where is the money really coming from?	What are the biggest drivers?
ANNUAL PRIORITIES	DRIVER
Top 3-5	Assigned to who? By when?
QUARTERLY PRIORITIES	DRIVER
Top 3-5	Assigned to who? By when?