

The background features a teal-to-blue gradient with faint, semi-transparent circular patterns and a scale. The scale is a curved line with tick marks and numbers ranging from 150 to 260. The circular patterns include concentric circles, dashed lines, and arrows, suggesting a technical or scientific theme.

# BREAKING GROUND

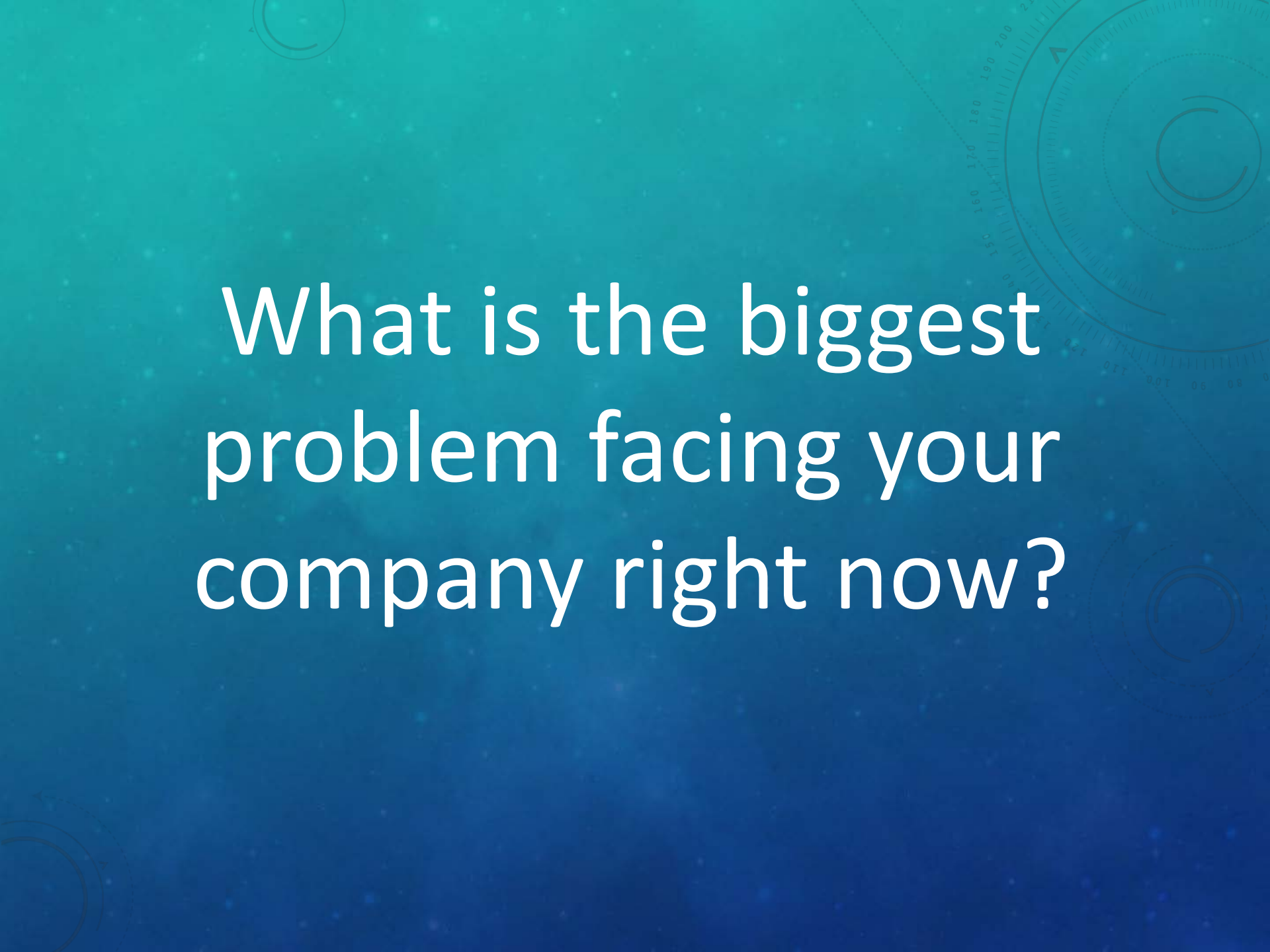
GETTING ANY PROJECT OFF  
TO A GREAT START

# SET A START DATE

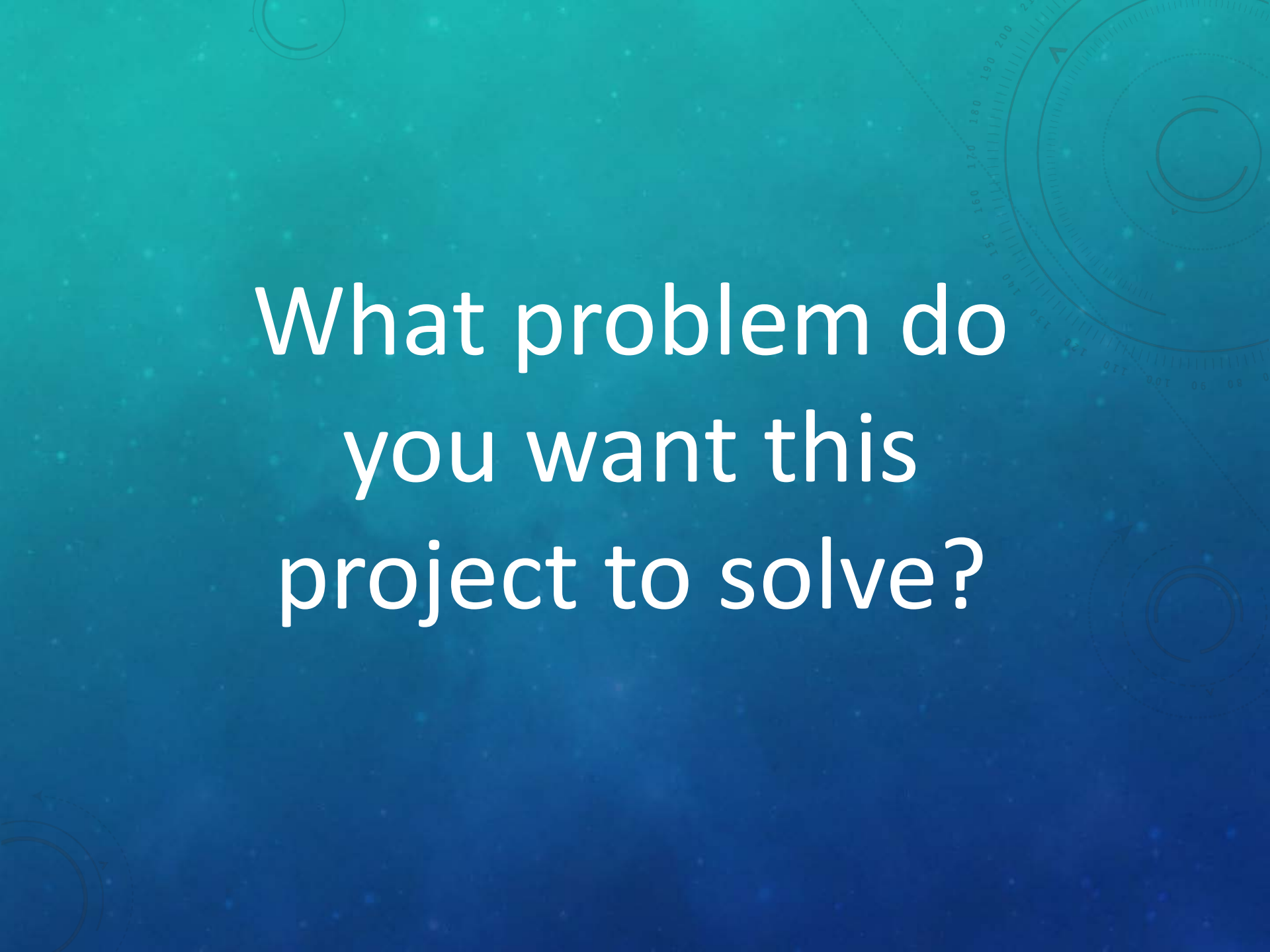


# IT BEGINS WITH AN INTERVIEW

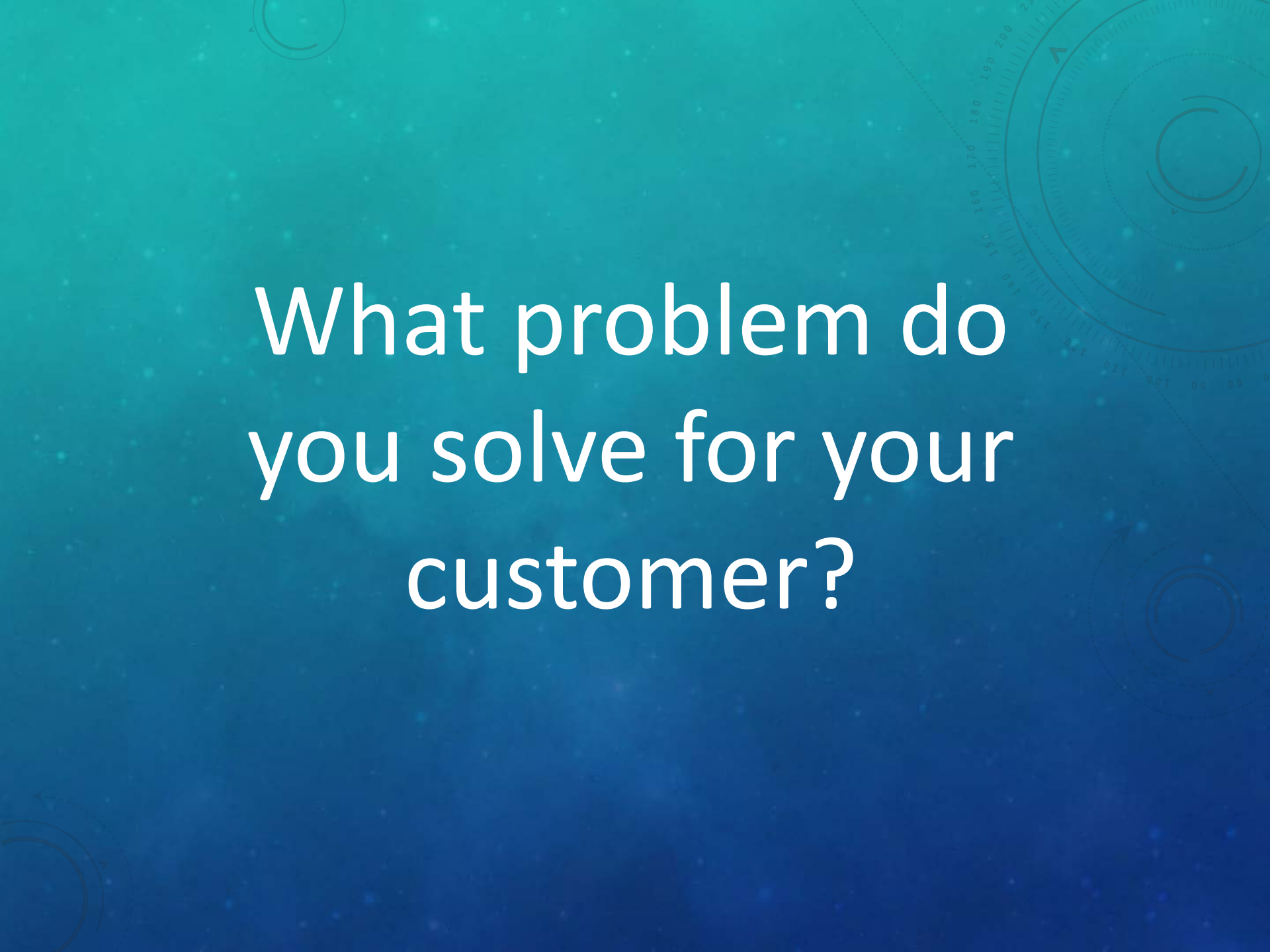


The background is a teal-to-blue gradient with faint, semi-transparent circular patterns and a scale-like graphic in the upper right corner. The scale has numbers from 150 to 210. The text is centered and reads: 

What is the biggest  
problem facing your  
company right now?



What problem do  
you want this  
project to solve?

The background is a teal-to-blue gradient with faint technical diagrams. A large circular scale with numerical markings (0, 90, 180, 270) is visible in the upper right. Other faint circular and geometric shapes are scattered across the background.

What problem do  
you solve for your  
customer?

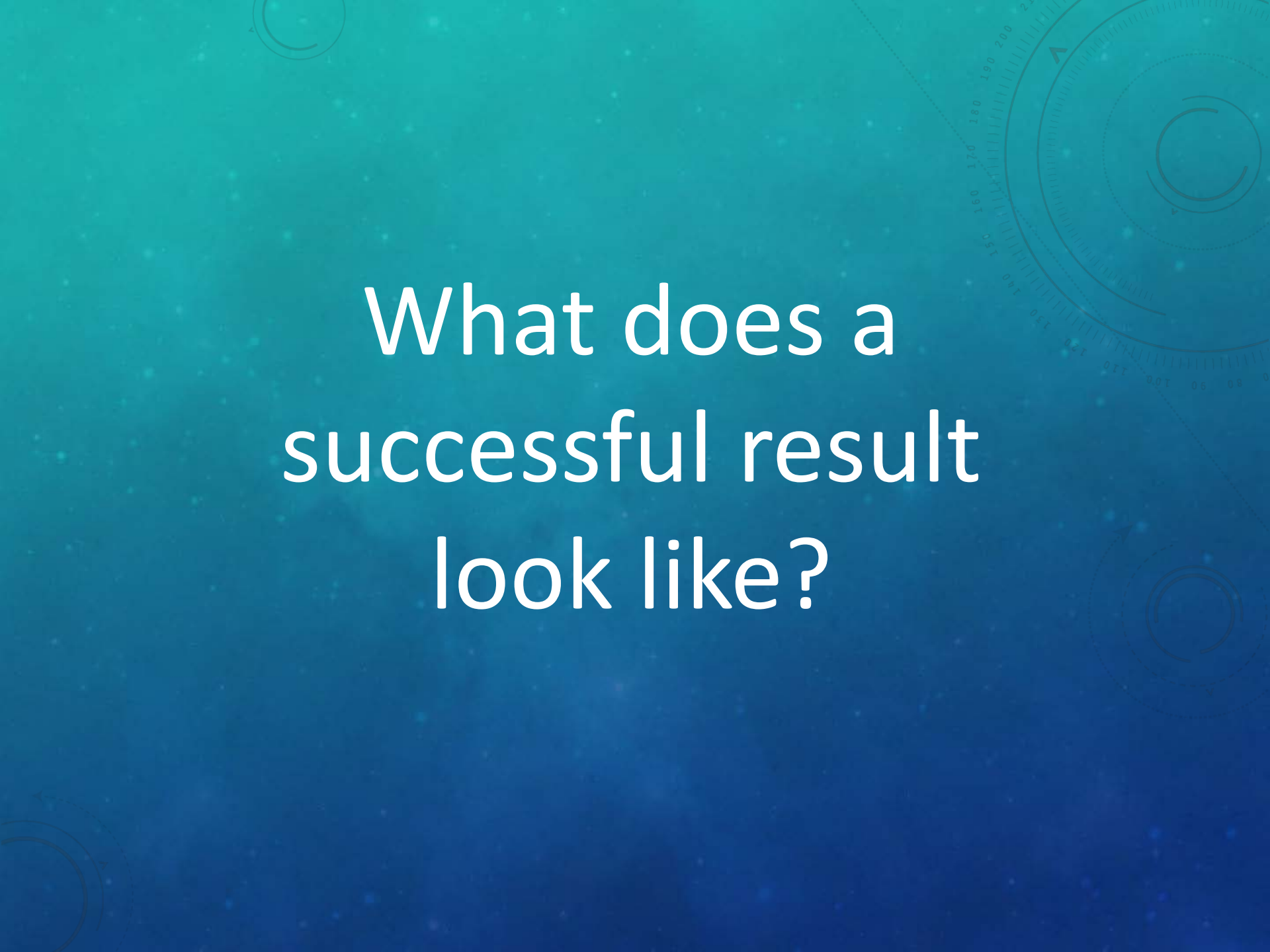


What do you like  
about your current  
materials?



What do you dislike  
about your current  
materials?

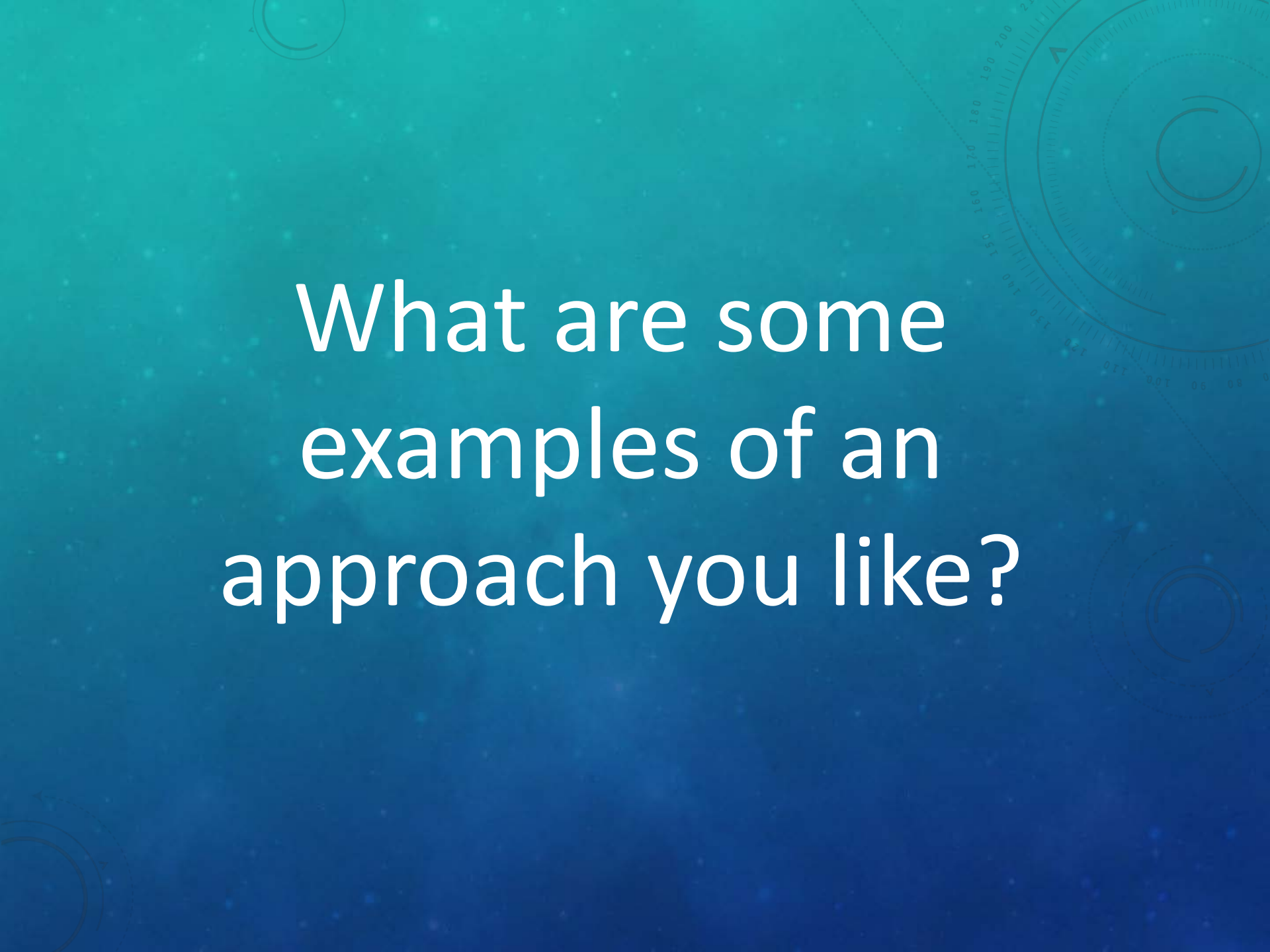




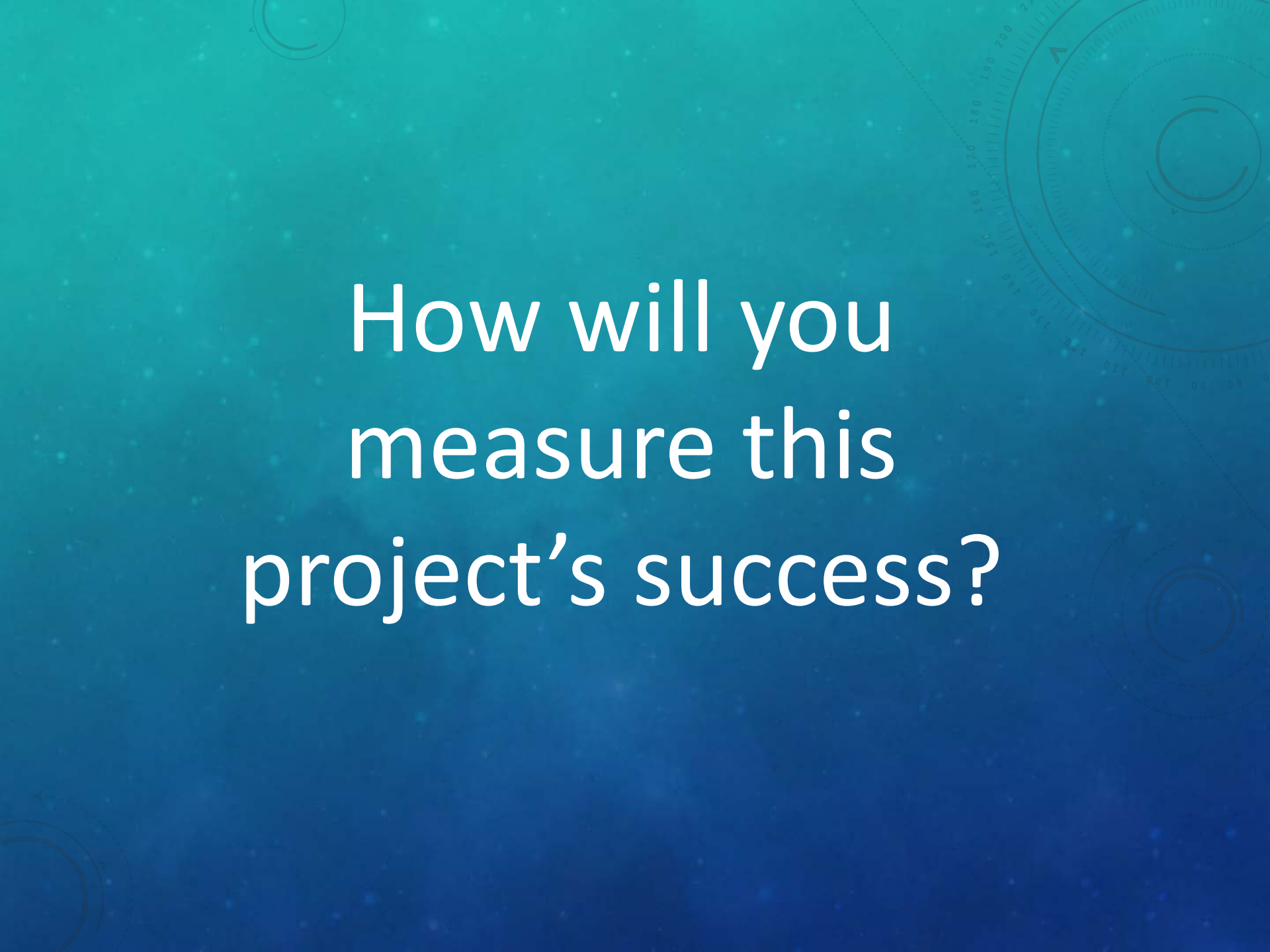
What does a  
successful result  
look like?



What action should  
a prospect take?



What are some  
examples of an  
approach you like?



How will you  
measure this  
project's success?

# REVIEW THE PROJECT STRUCTURE



# A HOME PAGE, FOR EXAMPLE...

- Title
- Headline
- Navigation
- Body copy
- Key phrases
- Call to action
- Footer

# A PPC CAMPAIGN, FOR EXAMPLE...

- Multiple pay-per-click ads
- Landing Page (Headline, Lead, Body, Call to action)
- Thank you page
- Welcome Email

# A CASE STUDY, FOR EXAMPLE...

- Customer Background
- The Problem
- The Solution
- The Results



# REVIEW ALL DOCUMENTS



# MAKE YOUR TASK LIST



# DIG INTO YOUR MARKET



# GET SET, AND GO!



Thank you!!!