

Barron's Advisor Resources:

- 2-3 writers (freelance)
- Sales/Sponsorship plan
- 2 camera, 1 editor
(paid for by sponsors?)
- web dev resources (internal)
- Additional meeting and outreach
(Erin new hire + dorothy?)
- Trade show marketing *(outsourced?)*

OCTOBER

EDITORIAL

- Agreed upon editorial focus
- contact 2-3 writers (freelance) and start creating original content

SALES

- Sponsors identified
- Package identified
- Begin selling

DECEMBER

VIDEO

- Start building library of CE sessions
*taped at conference
or reshoot and augment*

JAN-MAR

WEB DEV

- new template built
- video center built
- newsletters designed and built

MARKETING

- \$200k marketing budget for trade conferences

JAN-MAR

OTHER

- PR and media outreach with wirehouses
Additional support coordinating additional meetings and luncheons

BA Questions

EDITORIAL

1. What is the editorial mission?
 2. How much content?
 3. What format is the content?
 4. How much will it cost?
 5. What resources are needed?
 6. What is our target audience (size)?
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COMMERCIAL

1. What are exactly are we selling?
 2. CE credits?
 3. To whom? How many advertisers?
 4. What are we charging?
 5. Who is managing the process?
 6. What resources do we need to sell?
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PRODUCTION/PROMOTION

1. What development resources do we need?
2. How can we maximize our existing relationships?

Barron's Directory Resources:

- 1-2 writers + re-purposed content
- Sales plan for reprints (pricing)
- Web dev resources (internal)
- Marketing and design
(*Rob Connolly or box?*)

OCTOBER

EDITORIAL

- Get permission to run in Journal
- Get estimate for art, design and production
- Contact writers or re-purpose articles

SALES

- Meet with rob walkley and finalize price

NOVEMBER

WEB DEV

- build prototype
- design sales materials
- sell thru to advisors/advisory teams

JAN-MAR

EDITORIAL

- Write original pieces
- Design insert/section

VIDEO

- Shoot select videos for site

WEB DEV

- integrate map into site

SALES

- Sell sponsor across platform(s)

FEB-TBD

MARKETING

- Promote Advisor Directory across the network

EDITORIAL

- Refresh design quarterly

BDir Questions

EDITORIAL

1. How much content?
 2. What format is the content?
 3. What frequency?
 4. What resources are needed?
 5. How do we keep the content fresh?
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COMMERCIAL

1. Do we get an ad partner/sponsor?
 2. What do we charge advisors/team?
 3. What do we do with Barrons PAD?
 4. Who is managing the process?
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PRODUCTION/PROMOTION

1. What development resources do we need?
Who is designing and developing?
2. How do we market/get significant traffic?