



JUMP START PLAN

30 DAY JUMP START PLAN

_____ to _____
DAY AND MONTH DAY AND MONTH

Overview



- 1 Introduction Email
- 2 Website Review
- 3 Review Past Marketing Materials
- 4 Employee Interviews
- 5 The Pitch
- 6 Finding Professional Marketing Resources
- 7 Start Creating a Professional Marketing Network
- 8 Meet Existing Clients
- 9 Establish Differentiator
- 10 Meet and Recap

Overview Jump-Start Timeline



GOALS	WEEK 1							WEEK 2							WEEK 3						WEEK 4						WEEK 5			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1. Introduction Email (<1 Day)	█																													
2. Website Review (1-3 Days)	█	█	█																											
3. Review Past Marketing Materials (1-3 Days)			█	█	█																									
4. Employee Interviews (1-4 Days)								█	█	█	█																			
5. The Pitch (1 Day)												█																		
6. Finding Professional Marketing Resources (1 Day)															█															
7. Start Creating a Professional Marketing Network (2 Days)																█	█													
8. Meet Existing Clients (2-5 Days)																		█	█			█	█	█						
9. Establish a Differentiator (<1 Day)																												█		
10. Meet and Recap (1 - 3 Days)																													█	█

1 Introduction Email

Supervisor will send out an email to the firm describing the new employee's background, experience, and approach to the 30-Day plan. Email will kick-off the 30-Day timeline.

Deadline for Email

Example Introduction Email

Good morning!

I'd like to introduce all of you to Joe Smith. Joe will be our firm's new Director of Business Development.

A Little About Joe Smith

Joe joins our firm with more than 15 years of experience in selling legal services. Joe began his career as a Marketing Coordinator at Legal Serve in 2001 where he stayed until 2007. From 2007 until just last month, Joe was the Director of Business Development for LegalPlus and helped grow the firm from \$16.5 million in revenue per year, to more than \$30 Million last year.

Joe Smith's 30-Day Jump Start Plan

Joe is ready to help take our firm to the next level! In order to do that, he'll need some help from each of you to help him get on boarded. Over the next few weeks, Joe will complete the following:

- **Website and Marketing Material Review.** Joe will learn more about service offering and will look for ways to help us improve how we communicate our value to prospective clients.
- **A+Legal Team Interviews.** Joe will interview each of you to find out what you do for our firm, and how you contribute to making our clients successful.
- **Client Interviews.** After Joe has a solid understanding of our clients and services, he will reach out to past clients to learn more about why our clients like working with us.
- **Strategic Plan.** After Joe has completed his 30-Day Jump Start Plan, he'll be able to work on a Strategic Plan that will help guide our firm to future growth.

Please help me in making Joe feel welcome!

Welcome aboard Joe!

Thank you,
Marie Chasnoff
President & CEO



2 Website Review

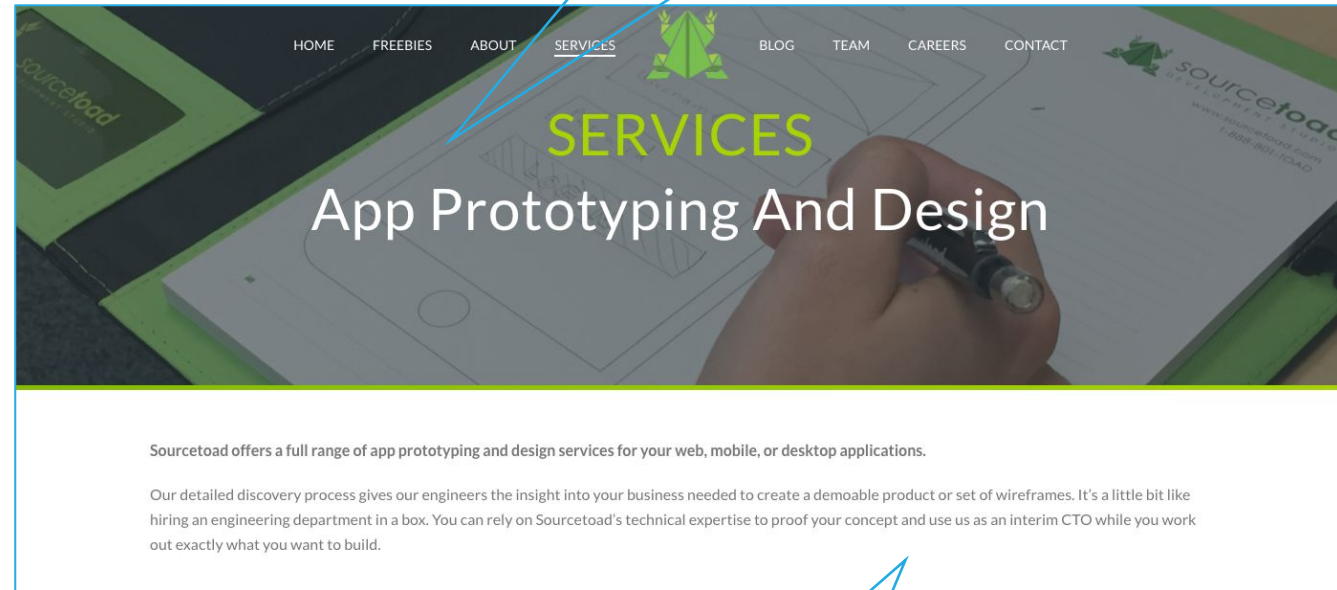
Marketer will review company website and competitor websites and document areas for improvement.

Deadline for Review

(1-3 Days)

Example 1

Can we elaborate more on app prototyping and design?



Example 2

Nice segmentation of service lines. Better than competitors.



3 Review Marketing Materials

Marketer will review company marketing materials, as well as RFPs, RFQs.

Deadline for Review

(1 – 3 Days)

Example 1

Is the service offering clearly communicated?

Environmental

Environmental permitting is a fundamental concern for any development project. Our staff has a reputable working relationship with local, state, and federal reviewers. From wetlands to wildlife, our environmental department is highly experienced in the field and permitting process.

- Wetland Delineation
- Environmental Permitting
- Wetland Impact and Mitigation Permitting
- Wetland Mitigation Monitoring
- Wildlife Surveys and Permitting
- Gopher Tortoise Mitigation
- Phase I Environmental Site Assessments (ESA)
- Certified Arborist
- Registered Environmental Property Accessor
- FWC Gopher Tortoise Authorized Agent

Land Planning

Topography, wetland considerations, regulatory and environmental issues, utility locations, even traffic flow contribute to the unique character of your site. We begin with a comprehensive analysis of your property. Through careful consideration of all the factors, we then develop a creative plan that maximizes the opportunities and serves as the foundation of your project.

- Due Diligence/Feasibility Studies
- Conceptual Master Plans
- Zoning, Land Use and other Planning Approvals
- Variance, Conditional and Special Use Approvals
- Planned Unit Development (PUD, PLD)
- Urban Design
- Landscape and Irrigation Design
- Signage, Gates, and Hardscape Design
- Parks and Recreation Master Planning
- Detailed Land and Site Planning
- Design Charrettes, Design Guidelines and Presentation Graphics
- Greenway and Trail Planning
- GIS, Site Analysis
- Graphic Design and Site Renderings
- Traditional Neighborhood Design (TND)
- Sustainable Design (LEEDP)
- Utility Relocation and Extensions
- Transportation Analysis
- Public Hearings, Neighborhood Meetings

Specialized Teams and Loyal Clients

As our client, your needs are our primary concern. We are here to help you. In fact our entire process revolves around you. From the initial assessment of your needs and goals, to selection of our best team for your project, through ongoing communication, we will complete your project and exceed your expectations.

Hamilton's professionals are divided into teams that specialize in different market segments. Each team is led by an experienced professional engineer with the working knowledge of every aspect of the project from conception to closeout. Your team will not have a learning curve; they are assigned based on their knowledge of, and experience on, a specific project type.

Your team's first order of business is to develop a schedule of submittals which creates the navigation chart for all agencies involved. From that timeline, the survey needs are developed and ordered. The survey department then provides an accurate, cost effective survey that has been thoroughly checked by quality control personnel. Engineering follows when topographic and boundary survey information is received. All along the way, your team's project coordinator keeps you informed of the status through project permitting to construction. Most importantly, every member of your Hamilton team is ready to respond to challenges as they arise. Our goal is for you to want us to do all of your projects. We want to be your firm of choice.

Healthcare

- Hospitals and Clinics
- Medical Office Buildings
- Veterans Administration (VA) Facilities

Educational

- Elementary, Middle and High Schools
- Community, Junior, Private and State Colleges
- Universities

Residential/Infrastructure

- Affordable Housing
- Apartments, Condominiums and Townhomes
- Residential Subdivisions
- Large Scale Drainage/Infrastructure
- Turn Lane and Intersection
- Water and Sewer

Office/Retail/Industrial

- Banks and Credit Unions
- Commercial Office
- Commercial Subdivisions
- Gas Stations/Convenience Stores
- Hotels
- Mixed-Use Developments
- Post Offices
- Shopping Centers and Outparcels
- Warehouse and Industrial Facilities

Religious/Municipal

- Churches, Chapels, and Synagogues
- Governmental Offices
- Libraries
- Parks and Trails
- Police and Fire Stations

Example 2

Could our value proposition be communicated any better? How?



4 Employee Interviews



Make a list of all the employees for your firm.

Schedule appointments for the new marketer to speak to each of them.

Ask them the questions to the right.

Questions

1. Tell me about your job.
2. How do you help internal and external clients?
3. What are your favorite projects to work on?
4. What types of clients do we typically work with?
5. What are our most profitable projects? Why?
6. What are our least profitable projects? Why?
7. What professional organizations are you a member of? Why?

Deadline for Interviews

(1-4 Days)

4 Employee Interviews



Name	Role	Interview Date & Time

Use more sheets as necessary

5 The Pitch



Now it's time to develop your pitch!

Your pitch is a 30 second advertisement about your firm.

In your pitch, you should be able to answer the questions to the right.

Questions

1. What is your role in the firm?
2. Who does your firm help?
3. How does your firm help clients?
4. What sets your firm apart?
5. What are some of the biggest and best projects your firm has done?
6. How can someone help you?

Deadline for The Pitch

(1 Day)

5 The Pitch

Example Pitch



Hi my name is Joe Smith and I am the Director of Business Development for ABC Company. My company is a general contractor specializing in the healthcare industry. ABC Company is extremely knowledgeable in medical office building construction and we're well known for refurbishing existing retail spaces into medical office buildings. Some of our most well known projects include:

- the transformation of the XYZ shopping center into the HealthPlus Medical Office Complex; and
- the conversion of 123 shopping center into the HealthisAwesome Medical Office Building.

I'm looking for contacts that do healthcare complex development projects so that I can tell them about the fantastic services we provide. Do you know anyone that I can talk to?

6 Finding Professional Marketing Resources



Find your nearest Society of Marketing Professional Services (SMPS) Chapter or other industry relevant organization

1. Go to: <http://www.smeps.org/chapters/>
2. Find the chapter nearest to you and go to the next meeting you can.
3. Contact any local SMPS board members and see if they would be open to a phone meeting or a coffee meeting
4. Based on your employee interviews, research additional organizations your team members mentioned. Contact members of these organizations and set up phone or in-person meetings.

Deadline for SMPS

(1 Day)

6 Finding Professional Marketing Resources



Name	Organization	Firm	Interview Date & Time

7 Start Creating a Professional Network



Start Creating a Professional Network through your contacts at SMPS or other relevant industry organizations

Questions

1. How did you get started in this industry?
2. What have been your toughest challenges and how have you overcome them?
3. Who else would you recommend I speak with?
4. What professional organizations do you belong to? Why?

Deadline for Contacting Board Members

(2 Days)

8 Meet Existing Clients



Meet with a few of your firm's existing clients.

Questions

1. Why do you like working with our company?
2. What didn't you like about working with other companies in the past?
3. What can we do better?

Deadline for Meeting Existing Clients

(2-5 Days)

8 Meet Existing Clients



Name	Company	Interview Date & Time

9 Establish Differentiator



Looking over your notes from your client interviews, what were the key differentiators that stood out? How is your firm different from your competitors?

Differentiator

Write down your firm's differentiator in the space below.

Deadline Establishing Differentiator

(<1 Day)

10 Meet and Recap



Now that you've completed the 30-Day Jump Start, you probably have some ideas about how you want to move forward. Now is a good time to start the Strategic Plan!

Discuss

1. Review of website, marketing materials, and competitor websites.
2. Information gleaned from employee interviews.
3. Professionals contacted and insights gained from interviews.
4. Client interview responses.
5. Firm differentiator.
6. Plan and deadline for creating strategic plan.

Deadline for Meeting and Recap

(1-3 Days)