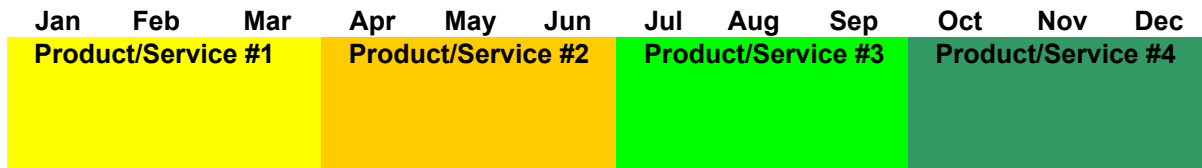
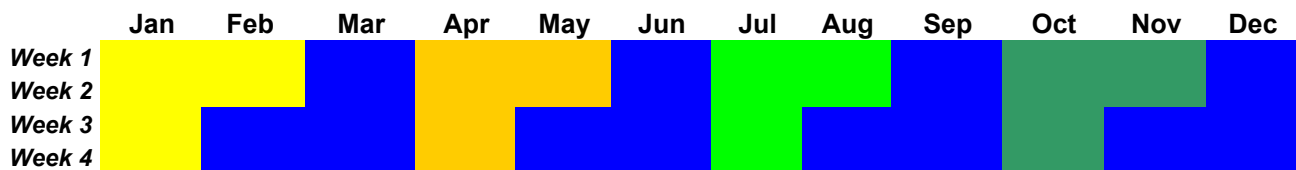


Sample Corporate Marketing Schedule



Your Corresponding Sample Messaging Schedule



Timing Your Messages

Standard Video Message	
Campaign #1 Message	
Campaign #2 Message	
Campaign #3 Message	
Campaign #4 Message	

VALUE Firm has alignment between what 'they' are promoting & you are selling!

YOU: Save time by recording all the messages at once, for the entire year!

TIPS in PREPARING your MESSAGING SCHEDULE

- PRE-PRODUCTION**
1. Create the plan for:
What messages you want to create,
Who will receive them, &
When to distribute!
 2. Construct your messages & have marketing/compliance departments review
- PRODUCTION**
1. Coordinate the media session "well in advance" of your first message!
 2. Allow twice as much time for media event as you "think"!
- POST-PRODUCTION**
1. Deliver the messages as scheduled, to coincide with the firm's plans!
 2. Solicit feedback from your audience (engage them)!

