**Marketing Action Group Assignments**

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| # | **Assignment** | **Start** | **Done** |
| 1. | Meet with all Fellow Participants |  |  |
| 2. | Marketing Message/Ultimate Outcome |  |  |
| 3. | HEOB Program Overview/Design |  |  |
| 4. | Executive Summary |  |  |
| 5. | Audio Logo |  |  |
| 6. | Presentation Narrative Template |  |  |
| 7. | Presentation Slide Deck |  |  |
| 8. | Assembling Contact List – Contacts and Prospects |  |  |
| 9. | Master Email Outreach |  |  |
| 10. | Set Up 50 Coffee Meetings (2 per week) |  |  |
| 11. | Set Up Individual Presentations |  |  |
| 12. | Set Up Group Presentations (Webinars) |  |  |
| 13. | Get Interviewed for Podcasts |  |  |
| 14. | Master the Strategy Session/Selling Process |  |  |
| 15.  | Master Getting Unstuck |  |  |
| 16. | Write a Core Issue Article |  |  |
| 17. | Launch an Email Newsletter |  |  |
| 18. | Prospect on LinkedIn |  |  |
| 19.  | Getting Referrals and Testimonials |  |  |
| 20. | Create and Deliver Proposals |  |  |