

PROSPECTING CAMPAIGN WORKSHEET

Campaign identification: _____

The purpose of this campaign is to get prospective customers to (check all that apply):

- Ask for more information
- Call for an appointment
- Sign up for a seminar
- Sign up for a trial
- Enter the next phase of the sales cycle
- Buy _____ immediately
- Other _____

The specific offers being made in this campaign include:

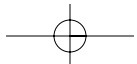
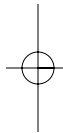
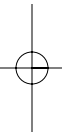
Other media being used to make these offers:

The primary target for these offers will be people who:

The secondary target for these offers will be people who:

This campaign will reach no fewer than _____ and no more than _____ people

There will be at least _____ and no more than _____ total messages in this campaign



The budget for this campaign is: _____

This series will commence on (date) _____ and end on (date) _____

Messages will be sent in order to arrive on (day of the week) _____ at (time of day) _____

Each offer will be no more than _____ lines in length

The format will be

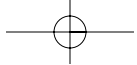
- Straight ASCII text
- HTML
- Both

Distinct offers will be created for the following audience segments:

- a) _____
- b) _____
- c) _____
- d) _____

Specific offers:

- a) _____
Bridge page link: _____
- b) _____
Bridge page link: _____
- c) _____
Bridge page link: _____
- d) _____



Bridge page link: _____

The copy for these messages is:

- In development
- Awaiting approval
- Approved

The messages will include links to:

- Our homepage
- A bridge page
- Another Web site _____
- Other _____

The response plan is:

- In development
- Awaiting approval by _____
- Approved by _____

The testing plan is:

- In development
- Awaiting approval by _____
- Approved by _____

The metrics of success used in this campaign will be:

Campaign will be deemed successful at (quantity):

