

Name Change to Wired To Grow

Announcing

- 11/14 Announce on blog
- 11/15 Announce to email subscribers
- 11/7-11 Contact all of my current clients first
- 11/14-30 Use this as a chance to reconnect with past clients
- 11/14-12/21 Use this as a chance to connect with referral agents
- 11/16-23 Use this as a chance to sell some product at a discount
- Create the 10 Marketing Mistakes video as a Freebie
- Create a fan page
- 11/29 Use this to launch a Facebook Fan Page

Graphics

- Logo
 - Pull together logo samples I like 10/31
 - Pitch the design package on Elance.com 10/31
 - Review Designs
 - Finalize Logo 11/9
- Business cards
 - Pull together samples I like 10/31
 - Get data to graphics artist
 - Review designs
 - Finalize card design 11/11
 - Print 11/15
- Stationary
 - Finalize design
 - Print 11/22
- Envelopes
 - Finalize design
 - Print 11/22

Website

- 10/28 Create email accounts
- 11/14 Change signature files I already have the .com - YEAH!
- 1/1/12 Add a featured section
- Create images with key points
- But keep the blog on page one
- Work on a new theme design
- 10/29 Free Helps and Resources
 - Why Us
 - Coaching
 - Consulting
 - Speaking
 - Services Pages
 - Client Testimonials
 - Downloads, papers, articles, pictures, etc.
- 10/31-11/6 Make changes in copyrights and links to WTG vs. AGC
- 10/28 Add pop up for sign up
- 11/10 Write script for WTG
- 11/11 Record
- 11/11 Edit
- 11/11 Upload and post
- Add a video in the sidebar
- Create a store section
- 11/15 Check on brucedjohnson.com
- makeitremarkable.com
- becausegrowthmatters.com
- Have the AGC URL forward to WTG
- 11/12 Switch email signatures
- Switch over Aweber autoresponders to WTG

Legal/Financial

- Contact State to get the paperwork to change Fill out and submit 10/31
- Decide on DBA vs. full change
 - Contact Aaron 10/28
- Once finalized, contact bank
 - Change account name or account? 10/27
 - Change name 11/9
 - If new account, link to personal acc't
 - Order new checks 11/22
- Switch email addresses at key sites 11/12
- Contact Post Office 11/9
- Contact vendors
 - Merchant Accounts 11/9
 - Others 11/12