

TRG LEADERSHIP TOOLS

Practical Means for Dealing with Difficult Times

On an ongoing basis, this section of our site will feature business tools and planning considerations designed to assist leaders for whom "just keeping up" is not good enough. These notes will focus on sequences of thought and action intended to enhance the positioning for your group, both on a long and short-term basis.

Please check back frequently to review the next tool.

Our opening focus found below is on the Internet. Our notes offer a tangible review tool to test the effectiveness of your group's presence there. These notes are NOT theory but a working sequence. We strongly recommend using the sequence as a literal check list, used to identify:

- 1) Areas requiring immediate development or re-development
- 2) Areas to be studied by assigning responsibility and a timeframe for enhancements

E-NET DEVELOPMENT NOTES

PREMISE

Internet usage is now universal

- Any entity without a comprehensive Internet plan is flying blind

Purposes for Internet usage have shifted and blurred:

- Now the use of the web is Daily / Constant / Functional
- Provides essential support to Professional Activity
- Serves as a primary Entertainment Outlet
- Offers a primary Educational Venue
 - Accredited in many cases
 - Informal in the rest

Vast Array of Methods Available

- Providing Direct Competition for "Traditional" "Live" interaction and functions, for example:
 - Online Business Meetings
 - Training
 - Personal interconnection
 - For and between Individuals
 - In Networks
- Social-interaction Media are being redefined simultaneously
 - As a primary-direct marketing tool
 - As marketing support to all other methods

Directly competing with open broadcast and cable broadcast

- Connected to print and packaging
- New methods are developed and discovered daily
 - Yahoo
 - Facebook
 - Twitter
 - Add names of programs as they appear

Perceived needs are shifting and accelerating

- Competition for discretionary time is constant
- Calls for overlay to all other forms of endeavor and engagement
- Evolving too rapidly for previous media-related rules to hold

Perennial methods must be reassessed ASAP to determine:

- Which will remain in place?
- Which are already irrelevant?

Determine which lessons are to be learned from each successive dominant media, for example:

- Newspapers were dominant, then radio, then TV, now Internet;
- Many older forms still remain, but their roles have shifted significantly

IMMEDIATE TARGETS

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It is imperative that entities shift to better understand the Internet, specifically:

- What it is (functionally)
- How it might be used

Reset outreach methods and priorities for a systematic expansion of targets and forms of Market Recognition to clarify:

- Who are the primary and secondary targets?
- Engaged how?

Determine the immediate prospect of enhanced Revenue and Influence in order to:

- Reset Targets and measures
- Reset methods

HIGH END QUESTIONS TO CONSIDER:

1. Can you clarify whom you are trying to reach through the web?
2. Does your Website "Connect; Grab; Hold?"
3. How many Allied sources are sending visitors to your site or through your site directly to you?
4. How often and where are you or your team featured not only on your company's website but on other web pages as well?
5. Where were your last press releases displayed?
6. Do you have a written plan for web enhancement with timetable?

METHODS ASSESSMENT CHECKLIST

(To be initially checked monthly with a measurement of progress)

Do you have a checklist in place for ongoing monitoring and maintenance of your company's:

Website

- Appeal / "Grab"
- Immediacy
- Search engine placement

Direct e-mail Program

- Targeted
- Broad send

Branding phrases and images

Alliances

- Relational Placement (between allied entities)
- Cross endorsements

Placement on the internet in general

- Key sites (e.g. Facebook, Twitter)

Connection to interactive business functions

- Conferences
- Conventions
- Forums

Endorsement and/or Cross endorsement (to expand reach)

- E-Advertising
- Placement
- Frequency

Connection to amusements

- Commercial
- Free

News Media Coverage

- Press-releases
- As primary and/or secondary source

Delivery Influencers / Sectors

- Media
- Educators
- For-Profit Executives

The creation of a quarterly assessment and/or progress report is of great benefit.

For more information regarding Internet Planning and Development, visit our [Contact Page](#) and send us an Email or simply call us directly during East Coast business hours on our toll free number

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