HOUSE OF REVENUE™

		February 23 -March 14				March 15 - April 11				April 12 - May 16					May 17 - June 13				June 14 - July 11				July 11 - August 15				
	KICKOFF PROCESS		WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16	WK17	WK18	WK19	WK20	WK21	WK22	WK23	WK24	WK25
	Signed agreement, schedule kickoff, build deck, internal pre-work																										
	Run initial kickoff																										
	Brand audit																										
	Marketing audit																										
	Recruitment and Admissions audit																										
	3rd party marketing partner audit																										
	Customer Success audit																										
	Conduct deep dive discussions with all relevant departments																										
	Build gap analysis, recommendations, and implementation plan																										
	Present gap and recommendations																										
	Develop project budget (HoR fees + marketing activation / technology fees)																										
	Present implementation plan																										
	KICKOFF FEES	**$20,000**																									
		February 23 -March 14				**March 15 - April 11**				**April 12 - May 16**					**May 17 - June 13**				**June 14 - July 11**				**July 11 - August 15**				
	BRANDING PROCESS		WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16	WK17	WK18	WK19	WK20	WK21	WK22	WK23	WK24	WK25
	Mission, vision discussion																										
	ICP profiles (leaders, community partners, donors, other), personas and characteristics																										
	Marketing and public facing aspirational/competitive analysis and audit																										
	Collaborative revisions to brand positioning, guidelines and style guide doc																										
	Refresh of all internal and external facing brand, marketing & sales materials (Presentation deck, information session deck, success story testimonials, handbook for 7 customers, alumni content, one pagers, newsletter template)																										
	Create brand asset library for marketing channels																										
	BRANDING PROCESS FEES																										
		February 23 -March 14				**March 15 - April 11**				**April 12 - May 16**					**May 17 - June 13**				**June 14 - July 11**				**July 11 - August 15**				
	MARKETING		WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16	WK17	WK18	WK19	WK20	WK21	WK22	WK23	WK24	WK25
Strategy	Evaluate marketing team members, roles, responsibilities, and make recommendations																										
	Develop inbound marketing strategy																										
	Develop outbound & customer facing marketing strategy																										
	Optimized paid media strategy																										
	Deep dive and audit of 3rd party vendors (path forward with itz on target, Umbrella, graphic design, etc)																										
	Define MQL, SQL and sales handoff. Coordinate with sales																										
	Define and agree upon marketing KPIs, performance, and success metrics																										
Dev	Align on website functionality and requirements																										
	Research and define sitemap																										
	Research and select website theme																										
	Create information architecture and content outline for website																										
	SEO / keyword research and strategy implementation																										
	Development and construction of new website V1																										
	Monthly editorial calendar development (social, blog, landing pages)																										
	Lead magnet 1 (gated content download, i.e. whitepaper, eBook, checklist, template)																										
	Lead magnet 2 (gated content download, i.e. whitepaper, eBook, checklist, template)																										
	Build HubSpot automation (workflows and sequences) for newly defined ICP/persona types																										
	Virtualize and Digitalize all Leader Training (classes) and internal onboarding training																										
Execution	Ongoing social media post strategy, posting and community management (with CP)																										
	Ongoing blog development and execution (4 per month included)																										
	Ongoing SEO and keyword optimization for website and affiliate landing pages																										
	Ongoing targeted paid media strategy and spend optimization *(fees for ad spend & mgmt not included)*																										
	Ongoing webinar, podcast, or other broadcast strategy execution assistance (with CP)																										
	Ongoing email campaigns, newsletter strategy execution (with CP)																										
	Ongoing HubSpot automation/workflow/sequences maintenance																										
	Ongoing management of website																										
	Additional lead magnets (gated content download, i.e. whitepaper, eBook, checklist, template)																										
	Monitor and report KPI's to leadership and key stakeholders																										
	Ongoing training and workshops for material utilization, platform or marketing channel best practices, etc																										

	MARKETING FEES					**$18,000**				**$9,000**					**$9,000**				**$9,000**				**$9,000**			
		February 23 -March 14				**March 15 - April 11**				**April 12 - May 16**					**May 17 - June 13**				**June 14 - July 11**				**July 11 - August 15**			
	RECRUITMENT & ADMISSIONS DEPARTMENT		WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16	WK17	WK18	WK19	WK20	WK21	WK22	WK23	WK24	WK25
Strategy	Individual evaluations and position match assessments																										
	Audit any additional collateral and begin listening to call recordings																										
	Compensation modeling and compensation packages discussion																										
	Org chart map V1																										
	Shadow calls and meetings																										
	Define lifecycle stages for recruitment and admissions																										
	Clearly define value proposition and differentiators in tandem with marketing																										
	Job descriptions, quotas/scorecards/KPIs, including clearer defined roles																										
Dev	Playbook: Build workflow process map for all internal roles, customer journey maps, recruitment journey map																										
	Playbook: Prospecting process for Outreach, ICP, and buyer-persona																										
	Playbook: Communication cadences, IB vs OB phone scripts, Objection handling flowcharts																										
	Playbook: Presentation scripts, email templates for all departments, and phone scripts for referrals																										
	Playbook: Revamp auto texts and emails, bulk texts and emails																										
	Playbook: Handoff to different departments																										
	Playbook: Community Partner prospect process and outreach communication strategy																										
	Build new hire onboarding and training plan for all roles																										
	Build out standardized scoring criteria for candidates																										
	Begin recruiting and conducting interviews for Full Time Outreach position																										
Execution	Create sales training and coaching curriculum inside HoR LMS																										
	Coaching, mentorship, and leadership development for Sheri & Sam																										
	Coaching, mentorship, and leadership development for Director of Recruitment																										
	Assist with in-the-field coaching of Outreach Team and Recruitment Team																										
	Listen to recorded customer facing calls and meetings, provide coaching and feedback																										
	Hold 1:1s with heads of departments & executives																										
	Hold 1:1s with Key Outreach Team, Admission, Customer Success, and Recruitment Team Members																										
	Monitor and assist with recruitment pipeline progression																										
	Maintain playbook																										
	Monitor and report KPI's to leadership																										
	DISC Assessments and DISC Training																										
	Revamp and rebuild Outreach Team processes																										
	Implement Customer Service Leaders program (IF to Apps, Congrat texts, Pre Class Call Throughs																										
	Implement Program and Recruitment Tension Relief Program																										
	Launch Leader Rewards Program																										
	SALES FEES					**$12,500**				**$15,000**					**$12,500**				**$12,500**				**$15,000**			
		February 23 -March 14				**March 15 - April 11**				**April 12 - May 16**					**May 17 - June 13**				**June 14 - July 11**				**July 11 - August 15**			
	CUSTOMER SUCCESS (Post Graduation)		WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16	WK17	WK18	WK19	WK20	WK21	WK22	WK23	WK24	WK25
	Individual evaluations and position match assessments																										
	Build out Post Graduation continued education program																										
	Implement post graduation continued ed program																										
	Build out Alumni Association with tiered rewards program																										
	Implement Alumni Association tiers																										
	Community Partner Referral role revamp, identify top referrers, add QBR strategy, prospecting strategy, communication build out in Hubspot																										
	Playbook: SOP for community partner referrals, leaders, employee, and alumni referrals																										
	Create quarterly business review template for all community partners																										
	Create text message templates for referrals																										
	CUSTOMER SUCCESS FEES					**$5,000**				**$7,500**																	
		February 23 -March 14				**March 15 - April 11**				**April 12 - May 16**					**May 17 - June 13**				**June 14 - July 11**				**July 11 - August 15**			
	REVENUE OPERATIONS		WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16	WK17	WK18	WK19	WK20	WK21	WK22	WK23	WK24	WK25
	Optimize and centralize application process on website or new platform (take 45 min task and turn into 15) SOP?																										
	RevOps Audit																										
	HubSpot / SalesForce integration discussion																										
	Get HubSpot CMS Hub & Marketing Hub Quote																										
	Implement HubSpot CMS Hub & Marketing Hub & Integrate with SalesForce																										
	Integrate Typing.com/Google Classroom																										
	SalesForce automation for repetitive tasks, Customized Reports/Dashboards																										
	Revenue Economics 12-24-36																										
	Develop SOP for CrossPurpose tech stack																										
	Train users on new tech stack																										
	RevOps Support (Ongoing support for HubSpot and other tools)																										
	REVOPS FEES					**$2,160**				**$2,160**					**$720**				**$720**				**$720**			

TOTAL PROJECT FEES	**$20,000**	**$37,660**	**$33,660**	**$22,220**	**$22,220**	**$24,720**
AMOUNT AFTER HOUSE OF REVENUE DISCOUNT (25%)	**$15,000**	**$28,245**	**$25,245**	**$16,665**	**$16,665**	**$18,540**
TOTAL TOP LINE AMOUNT	**$160,480**					
HOUSE OF REVENUE DISCOUNT (25%)	**$40,120**					
REMAINING TOTAL	**$120,360**					
PUBLIC FUNDRAISER	**$17,386**					
WEBSITE BUDGET ALREADY COMMITTED	$9,000					
REMAINING LEFT TO BE RAISED	$93,974					