

Action plan

Personal Statement & Essay Editing

Activities/ Task	Target Audience	Purpose	Support Needs (Resources, materials, etc.)	Timeline for Completion	Measure(s) of Success
Become profitable; broaden marketing					
Create short video to replace intro call(s)	Parents + students	Reduce time invested in holding intro calls; live calls become to answer questions only Help screen wrong fit clients out without requiring my time	Create short deck to highlight conversation	2/1/22	Reduce time spent actively selling on intro calls by 85%
Update website w/new pricing	Parents	Increase profitability	Web support	1/15/22	Complete or not
Update online learning platform w/new pricing	Parents	Increase profitability	Web support	1/15/22	Complete or not
Create criteria for ideal client; use to screen families going forward	Parents	Ensure right fit clients	Document/checklist	1/24/22	100% of families are "right fit"
Create client-facing "story" around ideal client criteria; develop speaking points to use in new intro video	Parents	Ensure right fit clients	1-2 slides Speaking points	1/31/22	100% of families are "right fit"
Gather testimonials from 2021 clients	Parents Students Administrators	Marketing credibility	Web form to submit content Distribution list Email to solicit feedback	1/15/22	85% of 2021 clients provide testimonial with permission to use in marketing
Market "wait list" for 2022	Parents	Generate interest and demand; gain new clients	Marketing materials Infrastructure to support	1/31/22	Sign 3 new clients up via waitlist

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Develop marketing plan for families with juniors	Parents	Gain new clients	Editorial calendar Testimonials Wait list approach	1/31/22	Complete or not
Participate in silent auctions at private school fundraising galas	Parents	Generate interest and demand; gain new clients	List of opportunities Approach contacts Marketing collateral	1/15/22	Participate in three silent auctions in 2022
Develop collateral to use at private school fundraising galas	Parents	Explain process + what people will get; ensure those who don't win the bid understand how to find me online	Content Design Printing support	1/31/22	Complete or not
Ensure SEO is optimized on website, social	Parents	Increase awareness	Staff time to implement key word research	1/15/22	Complete or not
Research direct mail as option to reach key zip codes	Parents	Increase awareness	Research into vendors, costs Clarify message Create collateral	2/1/22	Test direct mail in 1-2 zip codes in 2022
Research key physical locations to hang flyers (e.g. hockey rinks)	Parents	Increase awareness	Research into venues Clarify message Create collateral Post at venues	2/15/22	Hang flyers in 3-5 key sports venues throughout the Twin Cities in 2022

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Research other ways to get in front of groups of parents outside of schools	Parents	Increase awareness	Research opportunities Approach contacts Clarify message Create collateral Present material	3/1/22	Participate in six events throughout 2022
Position founder as top thought leader in essay consulting	Parents	Increase awareness, generate interest and demand	Create editorial calendar with focus on video and interview content from Stef, sharing patterns observed in client work	1/15/22-5/15/22	Create and distribute five thought leadership pieces featuring Stef
Showcase parents' voices to help other parents identify	Parents	Increase awareness, generate interest and demand	Create editorial calendar with focus on showcasing parent voices via video and interviews Solicit parent involvement Prep parents Create content Market content	1/15/22-5/15/22	Create and distribute two thought leadership pieces featuring parents
Showcase students' voices to help other students identify	Students	Increase awareness, generate interest and demand	Create editorial calendar with focus on showcasing student voices via video and interviews Solicit student involvement Prep parents Create content Market content		Create and distribute two thought leadership pieces featuring students

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Integrate "give back" as part of overall messaging	Parents	Clients paying full price feel good knowing they're helping pay for those who couldn't afford it (the "Warby Parker, Buy a Pair, Give a Pair" effect)	Create messaging Integrate into overall narrative	2/1/22	Whether started using messaging or not
Integrate "telling your story as a life skill" as part of overall messaging	Parents	Clients paying full price for just a couple essays see broader value in the offering	Create messaging Integrate into overall narrative	2/1/22	Whether started using messaging or not
Reduce end-to-end involvement of founder					
Position company as a team in intro video; in-take calls	Parents Students	Scale	Speaking points on value of team	Ongoing in 2022	Positioned as team or just me as in the past
Onboard existing subcontractors to editing process	Internal team	Increase bench strength	Time spent with team	4/1/22	Meetings held w/each member of editing team
Ensure each member of team understands company vision, mission and why it matters	Internal team	Dedication and goal alignment	Time spent with team	2/15/22	Meetings held w/each member of team

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Reduce end-to-end involvement of founder					
Determine organizational processes for dividing, tracking work across team	Internal team	Accuracy and efficiency	Support from online business manager	4/1/22	New processes and tools for organizing work, led by online business manager
Serve underrepresented students (not just the elite)					
Continue to cultivate relationships with orgs that already serve this demographic	Partner orgs	Connect to hard-to-reach students	Ongoing time to network	Ongoing	Check in with 3-5 organizations, remind them about my free offering in 2022
Advertise my five "scholarships" earlier in the year and more broadly amongst the school counselor community	School counselors	Connect to hard-to-reach students	Time for counselors to think about student body and make relevant referrals	4/1/22	Email my data base of 100+ counselors to share about my free offering in 2022
Gather testimonials and case studies from scholarship students + parents	Future scholarship candidates (students + parents)	Connect to hard-to-reach students; build trust w/counselors and community orgs serving these students about my success with them	Student/parent willingness to participate Creation of content Approval of content by parent + student Design Distribution to relevant audiences	12/15/22 (after actual work w/student concludes in 2022)	Created testimonials/ case studies or didn't