Jeff's marketing ideas

Analysis

- Definition
  - Evaluate Jeff's marketing project ideas so he can decide which to pursue, within 10 days
- Expected results
  - A graphical and written analysis with recommendations and rationale, ranking candidate ideas consistent with Jeff's values as expressed in his evaluation criteria

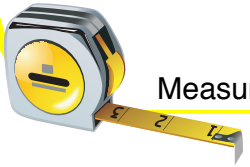
Ideas: marketing projects

- MFTC website content
- Writing articles
- AikiMaui 2.0
- SEO Maui service dev't
- Solar Maui
- Internet 101
- Maui wind blog supplement
- Retiree network

Goals

- Make $
- Make a living
- Be able to buy stuff
- Be able to save $

Measurement Criteria



- $ potential
- Timeframe
- Work required
- Fun/reward

Roadblocks

- Risks (any $ in it?)
- Time - not paying
- Need to pay or show promise of $
- Difficult to do more than one

Karen O. Storer 2006
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