



Easy 100-day comms plan formula



The 3 R's

Start by developing SMART GOALS in the 3 'R' areas where comms can have an impact: Reputation, Relationships, Revenue.

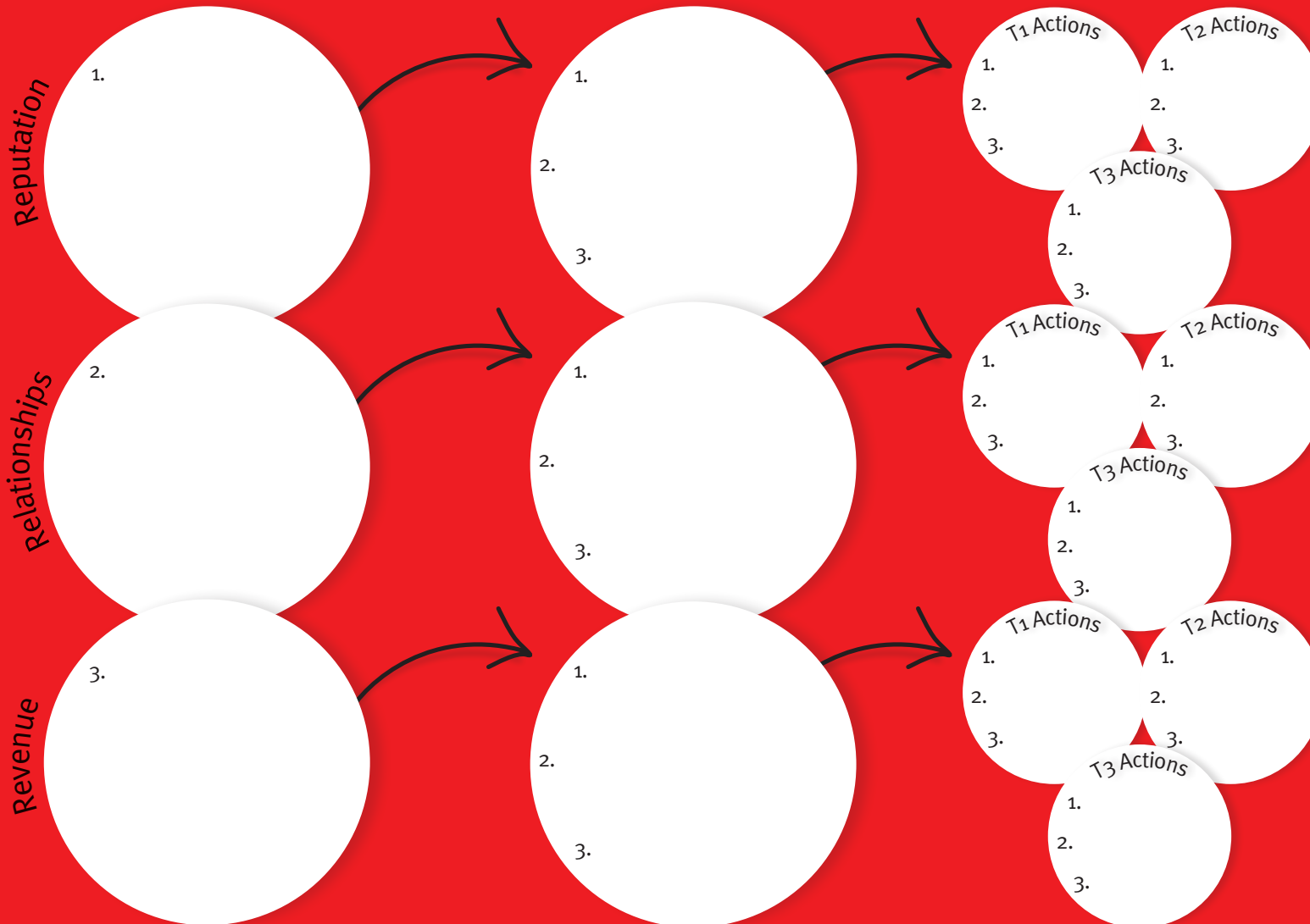
The 3 T's

Decide on 3 tactics under each 'R' to get you one step closer to your goal within the next 100 days.

The 3 A's

Decide on 3 actions under each tactic that you can accomplish during the short-term.

Get noticed. Gain respect.



100 day comms plan cycle:

- 5 days to plan
- 90 days to execute
- 5 days to review, report, refresh

3 x 3 x 3 formula:

- Decide on 3 'R' goals
- Determine 3 tactics under each
- Develop 3 actions to accomplish the tactic

Read our blog post for more info.

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