**MARKETING PLAN CHECKLIST**

1. **Review and schedule the 12 HR Power Centre Awareness Messages**
2. **Discuss and schedule the inclusion of one article from the Performance Management Series in each regular Licensee Newsletter**
3. **Review the “50 Reasons to use the HR Power Centre and schedule regular distribution of 10 at a time**
4. **Discuss Licensee Conference/regional meeting schedule for coming year and potential TGS involvement**
5. **Discuss value of a regular telephone follow-up campaign**