



Monthly

APRIL 2021

# Marketing Morsels

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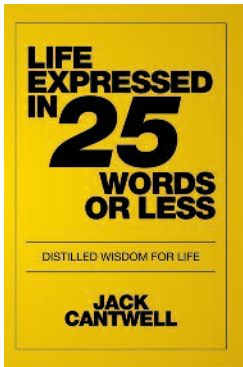
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# IT IS LIKE BEING A QUARTERBACK.

Let us celebrate the season by discussing the task of springing into action when you are giving the responsibility of managing a project.

So where do you begin? Answer: At the end (the goal line).

Determine a realistic date when the project must be delivered, then work backwards, and fill in all the appropriate dates. You also need to delegate responsibilities. Most projects are a **TEAM EFFORT**, and everyone involved needs a clear understanding of their individual responsibilities as well as a commitment to stick to the dates established.

As a project manager, you must establish a budget, set goals and objectives, get agreements up front, and then execute a plan of work with a strict timetable. Frequent and clear communication is your responsibility every step of the way.

Let us demonstrate this with a simple assignment. You must create a newsletter for a client from scratch. What are the steps?

- Why do this? Who will read it? What benefit will the reader gain from it? Let this be clear at the beginning.
  - It is new, so create a name for it. Brainstorm as needed. But meet a deadline.
  - Get a design team involved. Make sure they get clear direction. Again, give them a date to do this.
  - Make sure you understand the time it takes for design, content approvals and printing...then stay on top of the project throughout. Leave some "wobble room" for the unexpected.
- Marketing has so many facets to it. all with unique challenges. I love this stuff.



Call Jack Cantwell at Skylimit Marketing 717-269-0288 for a free consultation. You can also email [jack@skylimitmarketing.com](mailto:jack@skylimitmarketing.com) or visit [www.skylimitmarketing.com](http://www.skylimitmarketing.com)

