ASSEMBLY WEALTH PROJECT TIMELINE

SOW

This is a high-level project plan.

	Q3 2023														Q4 2023													Q1 2024												
	JULY					AUGUST					SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER					JANUARY					FEBRUARY					MARCH				
	3	10	17	24	31	7	14	21	28	0	4	11	18	25	0	2	9	16	23	30	6	13	20	27	0	4	11	18	25	0	1	8	15	22	29	5	12	19	26	0	4	11	18	25	0
PROJECT WEEK			1	2	3	4	5	6	7		8	8	9	10		11	12	13	14	15	16	17	18	19		20	21	22	23		24	25	26	27											
HP FUNNEL		Create SOW & Proposal				Val & Gabe OTO	Gabe OTO				Renee OTO		Renee OTO									Julie OTO	Julie OTO	Closed TDay					Closed CDay						LIVE ON JAN 31, 2024									
Writing			Homework & Message Workshop			Write Framework, Brandscript, and Wireframe										Home Page Production										Create Email Workflow				Transfer Domain			Launch!											
Review, Approvals, QA & Testing												Write eBook Outline & Draft									eBook Draft Finalized & Approved					Internal QA & Testing																		
eBook PDF Artwork																										eBook PDF Artwork				Add eBook to HP														
REBRAND				Mood Board																																									
Rebranding, Designing Website Look & Feel, CTAs, Headers, Typography, Website Patterns, Backgrounds, ETC.					Design Artist Sends Samples																			WE ARE HERE																				
						Typography, CTA Buttons, Headers Determined																																								
							Feature Images & Blog Image Style Determined																																							
								Backgrounds with Patterns & Image Filter Styles																																						
									Brand Guidelines Finalized & Approved by Client																																					
WEBSITE										Create Brand Guidelines Page																																			
Create Website Pages											Install CLEAN & Customize Settings																				Website Review Completed, Revisions Made & Final Approvals		Publish Approved Pages											
About & Contact																								About & Contact Production																					
Team Overview & Team Bio Pages																									Team Overview & Individual Bio Pages																				
Community & Events																										Community & Events																			
Blog & Blog Posts																Write 3 New Blogs and Create Blog Listing Page in CLEAN after brand guidelines are finalized and approved.																													
Home Page (Under Sales Funnel)																Home Page Production																													
Test, QA, Launch																															Test, QA, Launch													
SOCIAL & ANALYTICS																				Determine Social Media Needs																								
Social Media Accounts																							Create Social Media Accounts				Create social media promotion drafts, so they are ready to go when everything is live.				Social Media Posts Review, Revisions & Approval		Setup Google Analytics											
Setup Google Analytics																																												
Test, QA, Launch																								Test, QA, Launch																					
PRESS RELEASE & PROMOTION																					Prep Promotion & Create Asana Projects																								
Press Release																								Write Press Release Blog and Email					Press Release Review, Revsions & Approval															
Promotion																															QA Promotion Drafts & Publish When We Go LIVE														