

# The 20/20 Internet Marketing Challenge Program

Day	General	Promotion	JV Partners and Affiliates	Rebranding	Product Creation	Sales \$	Total \$
1	Read the toolkit						
2	Learn about PLR products. Set up PayPal account.						
3					Find PLR software and work on rebrand		
4			Search for JV Partners begins	Request PLR rebrand on Elance or similar - allow 72 hours for bids			
5		Write salesletter. Get feedback. Test initial response		↓			
6	Pricing structure for product. Order processing system.	↓		↓		147	147
7		Tweak, amend and test salesletter	Phone, fax, email and IM potential JV Partners	Select PLR rebrand programmer and start work on rebrand		294	441
8	Big discount for purchases during pre-launch period	↓	↓	Provide graphics, text, help information to programmer		294	735
9		Promote sales letter to: Existing list (if any), Adwords Campaign (don't overspend), Signature on Forums and Blogs (don't spam). See manual for	↓			1,029	1,764
10		leads more promotion	Inform JV partners of initial sales stats	Check on PLR rebrand progress with programmer		1,470	3,234

11		loads more promotion strategies	JV Partners start to promote	PLR rebrand should be complete, but if not establish time table	Work on creating manual to go with your product	1,911	5,145
12		↓	↓		↓	1,470	6,615
13				PLR rebrand must now be complete to allow you time to test the finished product		1,470	8,085
14						1,029	9,114
15				Open up to Affiliates		Pay programmer and leave appropriate feedback	1,764
16				Work on adding bonuses to add tons of value to toolkit	1,470	12,348	
17			Remind JV Partners and Affiliate about importance of final 48 hours sales push		↓	1,470	13,818
18			↓		Build backend product delivery side of site.	1,764	15,582
19		Final sales push for remaining 48 hours. Remind "on-the-fence" buyers that discount ends after product launch			Test owner's download area ready for launch	1,764	17,346
20					Launch product at midnight ET	2,940	<b>20,286</b>
<b>Launch your product at midnight Eastern Time with over \$20,000 in sales banked</b>							
<b><a href="http://www.the2020challenge.com">Now click here to go to www.the2020challenge.com to see if there are any packages left.</a></b>							