
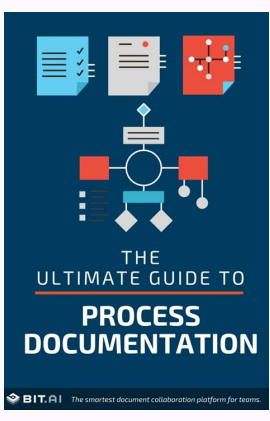


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**ADDENDUM TO THE
LAST WILL AND TESTAMENT
OF
JANE DOE**

I, Jane Doe, of Miami, Florida, declare this to be the First Addendum to my Last Will which was executed by me on August 20, 1990.

In addition, I am adding the following provisions:

My digital assets shall be distributed in accordance with Schedule A of this Last Will Addendum. For the purposes of this Last Will Addendum, digital assets shall mean electronic assets that are stored on my computers, electronic devices, or on any online account, as identified in Schedule A. Online accounts include, but are not limited to, social-networking sites, online backup services, servers, email accounts, photo and document sharing sites, financial and business accounts, domain names, virtual property, websites, and blogs. An instructional document, titled, "Letter of Instructions" with associated websites, usernames, passwords, and related information, is hereby incorporated by reference into this Last Will Addendum and shall be distributed to the Digital Executor designated in this Last Will Addendum.

Nomination of Digital Executor

I nominate John Doe, of Miami, Florida, as the Digital Executor. If such person or entity does not serve for any reason, I nominate James Doe, of Miami, Florida, to be the Digital Executor. For the purposes of this Last Will Addendum, Digital Executor shall mean a designated executor assigned to manage the responsibilities for my digital assets after death.

Digital Executor Powers

My Digital Executor, in addition to other powers and authority granted by law or necessary or appropriate for proper administration, shall have the right and power to, including, but not limited to, manage, distribute, or terminate my digital assets in accordance with the Letter of Instructions incorporated by reference into this Last Will Addendum, without order of court and without notice to anyone. My Digital Executor's powers shall have, but not be limited to, the power to access, download, and backup digital assets, convert my file formats, access any and all devices necessary to manage digital assets, and clear computer caches and/or delete files. In addition, the Digital Executor shall also have the rights, powers and authority:

I. Standard of Care. To manage, distribute, or terminate digital assets, exercising the judgment and care, under the circumstances then prevailing, that persons of prudence, discretion and intelligence exercise in the management of their own affairs, not in

A Strategic Planning Template for Dummies



This is a very simple template that may be able to assist small business organisations and not-for-profit groups to facilitate their strategic thinking and consequent planning. Fundamentally, it's rather like a paint-by-numbers activity only in this instance you negotiate, in whatever manner you wish, so that you end up developing wise words for each of the criteria that are spread through this mind-map.

When you've done that, simply export your thinking and fine words to MS Word and, hey presto, you will have a pretty straight forward first cut of a strategic plan. But in saying that so glibly, it might be as well to remember the saying by that famous Scottish Bard, Robbie Burns, that "the best laid plans o' meece and men, gae angst astray". So that means you should revisit, review and revise your plan as life within your organisation unfolds and evolves.

As a final point, there is an accompanying power point slide show presentation I have developed to inform this template just as this template has been informed by that slide show. The slide show emerged from my having scoured the net in search of materials about strategic planning and, together with infused dollops of what I hope is common sense, seeks to summarise some of the more useful of those materials.

Have fun and may your strategies bring you success.

A Strategic Planning Template for Dummies..... 1

1 Introductory Statement..... 2

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Carry out an investigation 3 ask ahead of time to help. Let's hope that the development of your own creative report doesn't seem so daunting after all and you are ready to get going in the construction 3 your first 3 report. We have a section 3 the information document in which you can list the public. One-way message Condense your message into a brief nugget of thought. They may feel like limitations, but a great creative team can find ways to get the most out of their assets. If you're creating an ad for a new product and you're busy, do you want to spend days meeting ten creative teams? Starting with a stadium budget or budget ranges means getting the best ideas you can get the most out of your budget. It's a useful exercise to see what your competitors are doing in their marketing. This section 3 not include any relevant demographics.Messages and tone:What kind of tone are you trying to play? Indicate whether you are trying to reach current or potential customers. Companies can choose to hire an agency to help. 3 Are there ways to reduce some costs? The software that correlates television ads with website visits allows measuring and optimizing the success of media spending. It also ensures that the idea has been built to work across multiple platforms. If you need help completing our video production 3, please contact us to guide you through the process. Which deliverables are required Include all delivery formats in the video briefing helps the agency deliver useful content. Before your work begins, your creative report must be an ever-evolving document 3 can change as creative requirements continue to be analyzed or adjusted. "Is there a call to action" n? To the report includes information 3 its competitors. 3 Is there any research 3 include If you have market research, website status, or marketing data, please list them. It's actually a living document. It could be. be. Always be evident to those who are out of their industry who are. A project not so great aims at three or four creative agencies. Each member of the team must know what is involved and of what is responsible. Reply as many questions as possible about the appearance of your public will help you and your team on the road.Example: Audience: Men, 30-65, high average income, at least one high school diploma. They are there to help and get their participation will make each part of the general general process. And, remember, although the agency is a partner, it is also working with other companies. At the end of the project, you will want to take a look and clearly know if you have reached your goals. Ejection: goals and objectives: reach 500,000 potential customers through buses paid during a period of one month and add 5,000 new Subscribers to our Email List. For example, if you are creating an ad, the final delivery would be the real ad. Knowing the important deadlines from the beginning gives all interested parties an idea of how much time will take your part of the work. Decide a start date and a completion date, and then fill so many important dates as you can in the meantime. The result is the most crucial part of the report. If yours does not, you have the freedom to go to a more adjusted population. The follow-up of social networking campaigns occurs in real time. In other words, how will you communicate your message? What is the public address? Choose an objective public and define a voice. If you use interactive video, the CTA may be more involved and can lead to new interactions with users. The tone of voice 3 «The personality of your Your brand is more important than just your product. Trying to turn those ideas into a realistic realistic budget To compromise and disappoint. That's where a creative brief comes in. A good rule of thumb is: mass project: go wild Ask everyone. It will not only help you keep it organized; it will actually help you run the show.Build a creative summary that makes your life (and those of your stakeholders) easier to execute your creative work successfully. Let them know the intent of creative work. Example: Title: Advertising Campaign for the New Product Launch: As we prepare to launch Apollo Enterprises' newest product, we will be gathering a series of announcements to introduce it to the market. Goals and objectives, why are you working on this? Also, when your target market receives that message, what should you think, feel, want and do? It is an effective way to create structure, scheme of objectives and determine how, when, where, and why you will share media content. The typical media planning report should include information on background, objectives, target audience, key dates, budget, marketing challenges, examples of disclosure or cuts to existing media, and finally, guidance on what to avoid. Milanote helps you share a brief with an agency or client to answer questions and summarize your vision so you can get the ball rolling in your media efforts. This template is part of the agency collection. Explore ideas visually. VisuallyShare with Your Team and ClientsGather FeedBackExport to PDF Like any other task, creative work deserves a clear plan and measurable goals before work begins. They're not the current clients of Apollo Enterprises.Messaging and Tonenow who knows who your audience is, you should clearly set out what messages you want to address them. Is there any specific detail for how it is spend the budget? 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It can be as simple as clicking on a button or visiting a website. Is there mandates? Do you have to use a brand finish or a specific typeface? It is tempting to ask the creatives that Á e Á , à "iguardos the budget and give me your best ideasÁ e Á , ~. The only mind message will help focus creatives to ensure that this message is made. Make sure you specify asset requirements, such as dimensions, version number and design elements. Example: Assets and deliverables: Three different ads, each with a different line and image (a version for each of the following sizes: 250x250, 728x90, 120x600). Creative creative work generally requires collaboration of multifunctional equipment. The goal is to obtain all stakeholders 3 e

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