



Work Plan & Calendar For Full Development

OsaTennis360.com Consulting

"Tennis business made better"

(818) 914 - 8403 ~ ramon@ramonosatennis.com

Proven Approach to Tennis Instruction

TENNIS FOR LIFE®

IMPROVE YOUR GAME WITH THE PROS FROM PETER BURWASH INTERNATIONAL

PBI's Tennis for Life® instruction is a simplified and common-sense approach to teaching tennis which, over more than thirty years, has benefited millions of tennis enthusiasts worldwide. This approach to teaching the game is not "system." The concept that "we teach individuals not systems" is shared by PBI pros worldwide and provides an opportunity for tennis players of all ages and abilities to get their games "unstuck" and get to the next level. This continual improvement enables people to play and enjoy the game for many years and to have tennis become a game for life.

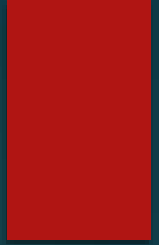
<https://www.pbitennis.com/instruction>

What are your immediate project goals?

Peter Burwash International is looking for a membership website that *PBI Pros* can sell instructional and related customer-oriented multimedia content through. *PBI* would also like to learn about how to train their *PBI Pros* to upsell complementary valued-added services through said membership website.



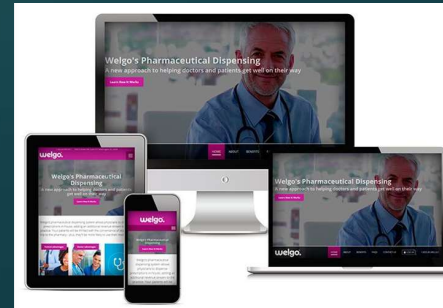
Month 1: Increased sales from membership portal and Osa360 marketing trainings and campaign



Weeks 1-2	<p>a) Teach your Dallas staff and pros intent based branding; 10 virtual “Intent Based Branding Methodology” trainings (20 total hours of training) video integration on to website. 2 hour video shoot with clips uploaded onto website. portfolio of stock videos. video integration on to website 2 hour video</p> <p>a) Design, develop, and manage a business model for your PBI Pros in order to increase the percentage of PBI Pros who participate in this project from 11% to 55%</p>
Weeks 2-4	<p>a) Design, Develop, a Membership Site and integrate 20 YouTube videos and related content throughout your site</p> <p>b) Run an automated email marketing campaign with free content to your members- we will help you construct those</p> <p>c) Run paid advertisements to your site and to your offers</p> <p>d) Successful implementation of any other tasks set by <i>PBI</i></p>

You asked, we answered

- ▶ You asked us to include in our proposal, the following:
 - ▶ What's involved from a financial perspective? *See Excel doc*
 - ▶ What's involved from a logistical perspective? *See this document*
 - ▶ What *PBI* will need their Pros to do? *See Calendar in this document*
 - ▶ How are we going to produce videos? *See this document*
 - ▶ How do we get existing and new global clients to pay? *See this doc*
 - ▶ How much should they charge? *See Excel doc*
 - ▶ How long should it take to see a return on investment? *See Excel doc*
 - ▶ How much potentially can they make over 1 year, 3 years, 5 years? *Excel*
- ▶ Successful implementation of any other tasks set by the *PBI*



Description of Requirements for Client

- ▶ Designer shall provide services to Client for a period of twelve months (one year). The monthly payments shall be due on the 1st day of each month, beginning May 1, 2020. The last payment for the one-year contract shall be made on April 1, 2021. However, this contract does not serve to establish any relationship for other internet marketing services such as third-party expenses such as budgets made toward paid ads, and if such an agreement is to exist, it can only be formed at the discretion of the parties at a later date.
- ▶ The date and manner of such payments shall be as follows:
 - ▶ \$2,000 set up fee + \$500/mo + 30% gross profits from Osatennis360 Consulting Marketing Efforts



Continued Reading...

Tasks needed to be accomplished each week in order to complete this project on schedule

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Month 1: Increased sales from membership portal and campaign

Week 1	10 virtual <i>Intent Based Branding</i> trainings (20 total hours of training) video integration on to website 2 hour video shoot with clips uploaded onto website portfolio of stock videos video integration on to website 2 hour video
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Design, develop, and manage pbitennis.com Membership Portal to reflect that PBI's Tennis for Life® instruction is a simplified and common-sense approach to teaching tennis which, over more than thirty years, has benefited millions of tennis enthusiasts worldwide.

- Unlimited dedicated pages
- Live Social Media Channels integrated into site
- Strict Set of Targeted Plug-ins (see full list on next slide):

Month 1: Increased sales from membership portal and campaign con't...

Week 1
con't...

Tested set of integrated and configured Plug-ins (see full list on next slide):

- o [Yoast Premium SEO](#)
- o [Google Analytics](#)
- o [Facebook Pixel](#)
- o [Trillio for text integration for 1:1 lessons with each PBI Pro who signs-up](#)
- o [Flightview integration for airlines](#)
- o [CRM integration \(InfusionSoft, Sugar, Zoho\)](#)
- o [Payment gateway integration \(Braintree, Authorize.net, Stripe, PayPal\)](#)
- § [Yoast Premium SEO](#)
- § [Google AdWords](#)
- § [Hotjar](#)
- § [Twitter Analytics](#)
- § [ClickFunnels](#)
- § [Deadline Funnel](#)
- [Custom HTML5/CSS3 design for “website special effects”](#)
- [Additional WordPress Configurations including live chat, live call, video streaming, twitter feed](#)

Month 1: Increased sales from membership portal and campaign con't...

Weeks
1 & 2

Analyzation and further optimization of tasks from Week 1 (make adjustments as needed)

Teach your Dallas staff and pros intent based branding

- Training with me personally (10 hours)
- Time spent reviewing calls (10 hours)
- Time Scripting Videos (12.5 hours) (15 minutes per video)
- Time Rehearsing/Shooting Videos (25 hours)
- Time Editing Videos (25 hours) (on average, 1 hour per video)
- Time uploading/optimizing videos for youtube (7.5 hours) (roughly 20 minutes per video)
- Time emailing videos to email list (4 hours) (roughly 10 minutes per video)

Month 1: Increased sales from membership portal and campaign con't...

Week 3

Analyzation and further optimization of tasks from Week 2 (make adjustments as needed)

Run an automated email marketing campaign with free content to your members- we will help you construct those

Launch full-scale search engine optimization, or SEO, campaign:

- In-depth keyword research
- Keyword traffic analysis
- Keyword competition analysis
- Benchmark current traffic and SERPs (Search Engine Result Pages)
- Manual search engine submission
- Manual submission to niche directories
- Scheduled resubmissions
- Article submissions
- Link-building from niche blogs
- Managing reciprocal links

Month 1: Increased sales from membership portal and campaign con't...

Week 4	<p>Analyzation and further optimization of tasks from Week 3 (make adjustments as needed)</p> <p>Launch full-scale monthly social, web, sales report (Measurement & Insights):</p> <ul style="list-style-type: none">• Google analytics• Twitter analytics• Facebook analytics• Monthly Web, Sales, Social insights and measurement analytics reports• Traffic Report (Google + Bing + Yahoo data) merged• Keyword position report• Backlinks report• Search engine submission report• Customizable traffic report• Customized backlink report• Customizable search engine submission report
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Month 2: Increased sales from additional recommended services

Week 1	Design, get approval, develop, and manage all of next month's social media posts for <i>PBI</i>
Week 2	(Optional) Scheduled on-site photoshoot & video recording of <i>Peter Burwash International Headquarters</i> and his offerings; post-production editing & development included
Week 3	Revamp, optimize, & secure https://www.pbitennis.com/ to reflect that PBI's Tennis for Life® instruction is a simplified and common-sense approach to teaching tennis which, over more than thirty years, has benefited millions of tennis enthusiasts worldwide.
Week 4	Revamp <i>PBI</i> social media profiles and rest of online presence to reflect competitive advantages, result-oriented business model, and proven track record