

MARKETING CHEAT SHEET

HOW TO GET STARTED...

Setting Goals

You start off the year by setting goals and managing tasks through Trello. Trello is a free project management based application used to promote team organization and track productivity. Through a mobile app, we were able to monitor progress and update boards with new ideas.



Communication

Make sure the entire team is reachable throughout the day. We used Google Hangouts to send little reminders and keep in contact. For larger issues, such as sending pictures or documents, we use email and Google Drive. We also have a calendar to keep up to date with busy scheduling.



NOW THAT YOU'VE STARTED...

Engineering Notebook

The engineering notebook is a way to document the team's progress and ideas, before and during the competition season.



PRO TIP: You should be able to give your engineering notebook to a stranger, and have them completely rebuild your robot.

Our Engineering Notebook Example:

DATE: _____		
To Do List: • • • • •	HARDWARE: - write notes about hardware progress made that day • add details • add ideas and thoughts - note any changes that occurred • add outcomes	
Attendance: • • • • •	PICTURE	PICTURE
	SOFTWARE: - note any significant changes that were made that day • add what was originally wrong • add what changes were made to code - note what and goal is	
CAD: - add sketches or CAD print outs of the progress made or if anything changed	MARKETING: - note what ads worked in - note what progress was made that day • add details about progress • add due dates • add improvements that could be implemented for future	
PICTURE	PICTURE	PICTURE
SIGNATURE		Confirming Signature

Portfolio

The portfolio is essentially a prettier engineering notebook. All of it is done on the computer. Your portfolio should include:

- Mission Statement & Team Goals
- About the Team
- Team Bonding
- Pictures throughout the year
- CAD Designs & Design Process
- Community Outreach
- Team Accomplishments

After each advancement in a competition, the portfolio should be updated to meet the par of the competitive level.



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SINCE YOU'RE AT COMPETITIONS...

Scouting

Scouting is important because it helps build relationships with other teams. This becomes very useful when picking teams for alliances or promoting your team to be picked as an alliance.

**Visit our website
to see an example
of a scouting
sheet!**

PRO TIP: Designate specific team members to scout in the stands (for teams on the field) and members to scout in the pit area. Creating a scouting chart will help keep track of

Pit Set Up

The pit is where you make your team's name known, meet up with your team, and show off your robot. Usually the pit space will be 10x10 feet. Your pit should be plastered with your teams' colors and really stand out. You should include:

- Visually Interesting Displays
- TVs & Computer Monitors
- Team Facts
- Balloons
- Big Pictures



Our Pit Example:



Team Outfits

Your team should look professional yet stand out in the crowd. Girls wore gold sparkly skirts and boys wore polo shirts under their team shirts with gold bow ties. We looked professional and everyone knew who we were!



MAKE A GOOD IMPRESSION!

Team Spirit

While your team is in the arena, it is important to show team spirit by creating posters and dressing up. Give your team supporters posters and related props to wave around in the stands.



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