Hello my friend,

So, we finally have a beta model. Whew and Congratulations! What a huge accomplishment. I think the heavy lifting is behind us (at least for a little bit). Even so, I still have a lot of work to do, which I will tackle with the same fervor. But it is good to pause and see just how far we’ve come and to pat ourselves on the back.

Now that we’ve built it, will they come? That is our next mountain to climb.

I feel this is your time to shine. Getting the momentum going is going to be tough. As I said on the phone the other day, ‘The easy part is done.’ Frustratingly, I think that’s true. The analogy that I think we should burn into our brains is the balloon with a pinhole leak in it. We’re going to be constantly blowing up the balloon. We can’t let that sucker deflate. It will be a daily challenge. But I know we’re both up for it, with focus, daily attention, and a bit of elbow grease we’ll make it happen.

I believe for this project to succeed it needs to be in the forefront of both of our minds. I know that your life is a hell of a lot more complicated than mine and your extra time is scarce but we need to do everything we can to keep the embers burning.

As I said over the phone, I’ve written up a list of things that should probably get some attention. If you’re willing to tackle some of these it would help me out a great deal. Okay, here we go(in no particular order):

1. I noticed that your facebook page has no friends. Do you have a page that has friends? I know you did once but maybe you deleted it? I only ask because it would be great if you had a long list where you can send out the ‘Suggest this to Friends’ on facebook. I did my list the other day and got some great responses. As much as I dislike facebook (and I know you’d like to stay as anonymous as possible) we’d be foolish not to take full advantage of it.
2. Wikipedia page. Probably a good idea to set one up. The more exposure we have out there the better.
3. Speaking of exposure, are there online groups we can join? Online meetings to attend? Online clubs to be a part of? Anything to get our names and business names out there. I think we need to become desperate salesmen. I have a hard time selling myself but I think we gotta do it and be creative about it.
4. Would you feel comfortable having our business cards out at your clinics? Just a thought.
5. Adwords, an easy way to advertise. What’s our budget (monthly) that we’re willing to spend on it? From personal experience, it adds up very quickly and 100 bucks is nothing. So it’s gotta be kinda large for us to see a return. I guess we just need to decide how high we want to go.
6. Press Release- I still think Monday or Tuesday next week is a good time. Do you want to go over the release one more time just in case anything has changed in the last couple of months? I’m happy to submit it when we’re ready.
7. Researching how to market a small start up with no money would be very valuable. Take it and run with it. Go nuts. We can’t learn too much. I’m sure there is endless info out there on what we should do and what we shouldn’t do.
8. Canada. I think it makes sense to tap into that market. If you’re up for it, go ahead and see how craigslist breaks it up and write up the break down for us. Then I can add it into our database and open it up.
9. Investor relations. The more I think about it the more I’m leaning towards finding an investor. We can only do so much with what little money we have. Anyway, I think we need to research how we get in touch with investors. What’s the whole process? So we can at least know where to go if we need to. Also, it would be interesting to see if anyone is interested in us.
10. A Business Plan. We need one and I have no idea how to put one together. Can you take this on? If we can have something in a nice polished package that says it all then we’ll be golden. We’ll be ready when the inevitable question comes, ‘Do you have a business plan?’
11. Getting the word out. Email bloggers, journalists, clubs, etc. I know you’re already on top of this but I put it down just so it could be part of the list.
12. And of course blogging. I’m on that train too.

Okay, that’s all I can think of right now. And I think we’re ready to move forward with a lot of this stuff. As always feel free to discuss anything with me.

Rock on brother, I’m excited for the days to come.

J