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# Executive summary

## OVERVIEW

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it. "And what is the use of a book," thought Alice, "without pictures or conversations?"

So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

Signal Flare will generate revenue in three ways:

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## MISSION STATEMENT

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## GOALS WITHIN DOWNTOWN PROJECT

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# Products and services

## WRITING CLASSES

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## WRITING RETREATS

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## ONLINE MENTORSHIP, COACHING, AND EDITING

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## DOWNTOWN PROJECT COMMUNITY

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## OBJECTIVES

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## Market analysis

### MARKET SIZE

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### COMPETITION

#### MFA programs

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### Local writing programs

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### Artists' colonies

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### Short-term writing conferences

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### Weekend writers' conferences

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## TARGET MARKET SEGMENTS

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### Genre/platform category

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### Customer category

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### Visitors to Downtown Project

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## Sales and marketing

### DIRECT MARKETING

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## WEBSITE/SEO/SEM

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## PERSONAL NETWORKS

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## MEDIA AND PR

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## DIRECT OUTREACH

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## YOUTUBE

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### Instructional videos

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### **Lectures and readings by celebrity writers**

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### **”Live editing” video webcast**

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### **Weekly video interview/podcast**

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## **STAGING**

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### Growth opportunities

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**Visitors to Las Vegas** So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

**Conference-goers** So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

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**Online copyediting** So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

## Financial plan

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## GENERAL ASSUMPTIONS

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## STARTUP REQUIREMENTS

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## SALES FORECAST

### Writers' retreats

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We will offer two types of retreats at two different price points:

1. **Alice in Wonderland:** So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.
2. **Through the Looking Glass:** So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

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