

## Five-stage Information Planner Worksheet

### Purpose

Use this sheet to summarize the different Open Content, Premium Content and incentives that you will employ at each stage of the Customer Development Cycle.

**Project** \_\_\_\_\_

**Date** \_\_\_\_\_

**Your name** \_\_\_\_\_

Stage of customer development	Open Content	E-mail	Registration Incentive	Premium Content
<b>Awareness</b>  <i>Goal: Introduce your business and your offerings to prospective buyers.</i>				
<b>Comparison</b>  <i>Goal: Set the business apart by emphasizing your business's unique competitive advantages.</i>				
<b>Transaction</b>  <i>Goal: Encourage purchase (or repeat purchase) right now.</i>				
<b>Reinforcement</b>  <i>Goal: Express appreciation and pave way for follow-up sales, i.e., upgrades, supplies, etc.).</i>				

<p><b>Community</b></p> <p><i>Goal: Encourage word of mouth referrals and provide customers with tools to sell their coworkers.</i></p>				
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