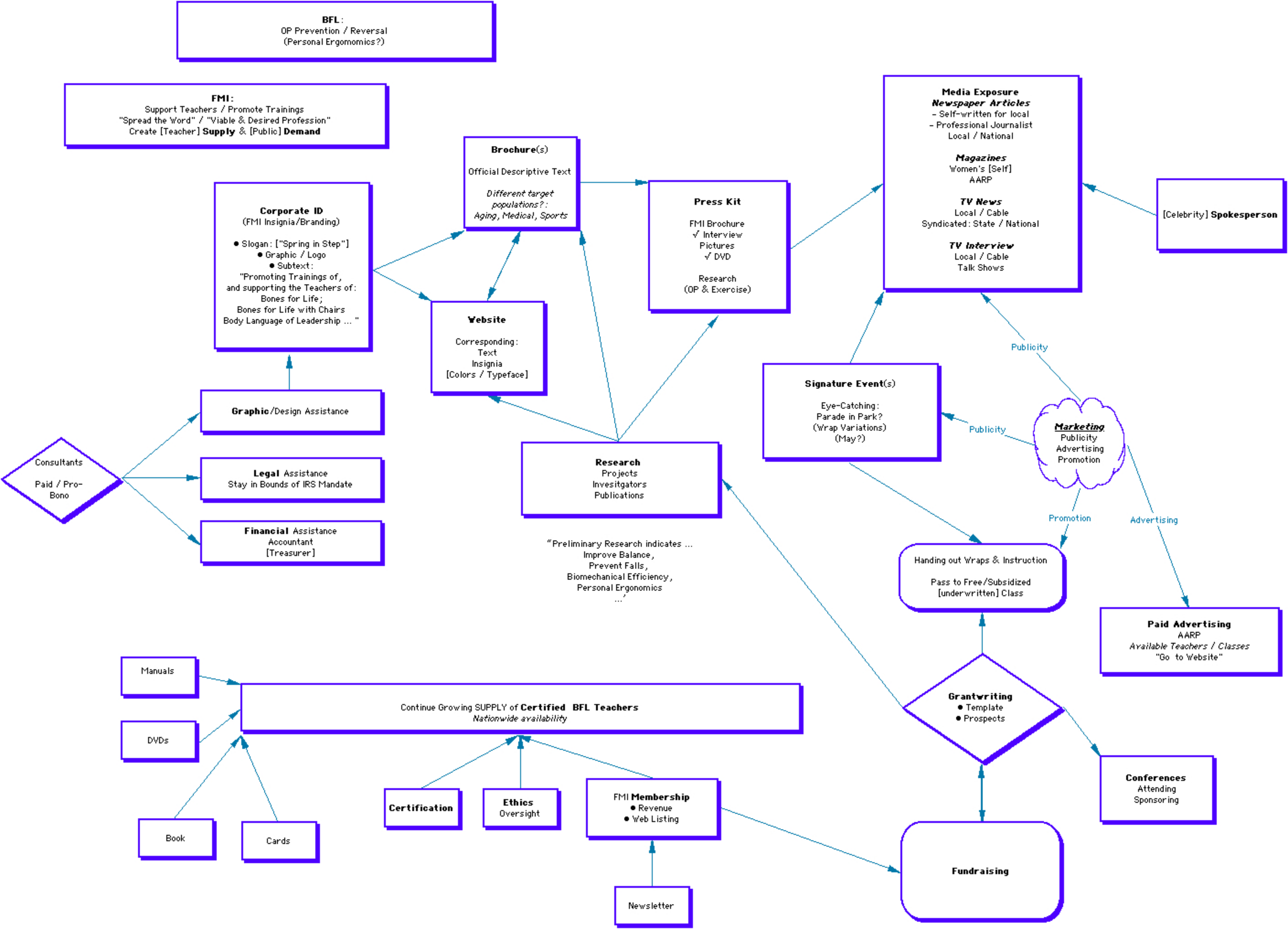
BFL:
OP Prevention / Reversal
(Personal Ergomomics?)
FMI:
Support Teachers / Promote Trainings
"Spread the Word" / "Viable & Desired Profession"
Create [Teacher] Supply & [Public] Demand
Brochure(s)
Official Descriptive Text
Different target populations?:
Aging, Medical, Sports
Press Kit
FMI Brochure
√ Interview
Pictures
√ DVD
Research
(OP & Exercise)
Media Exposure
Newspaper Articles
- Self-written for local
- Professional Journalist
Local / National
Magazines
Women's [Self]
AARP
TV News
Local / Cable
Syndicated: State / National
TV Interview
Local / Cable
Talk Shows
[Celebrity] Spokesperson
Corporate ID
(FMI Insignia/Branding)
• Slogan: ["Spring in Step"]
• Graphic / Logo
• Subtext:
"Promoting Trainings of,
and supporting the Teachers of:
Bones for Life;
Bones for Life with Chairs
Body Language of Leadership ... "
Website
Corresponding:
Text
Insignia
[Colors / Typeface]
Publicity
Signature Event(s)
Eye-Catching:
Parade in Park?
(Wrap Variations)
(May?)
Publicity
Marketing
Publicity
Advertising
Promotion
Graphic/Design Assistance
Consultants
Paid / Pro-Bono
Legal Assistance
Stay in Bounds of IRS Mandate
Financial Assistance
Accountant
[Treasurer]
Research
Projects
Invesitgators
Publications
"Preliminary Research indicates ...
Improve Balance,
Prevent Falls,
Biomechanical Efficiency,
Personal Ergonomics
..."
Promotion
Advertising
Handing out Wraps & Instruction
Pass to Free/Subsidized
[underwritten] Class
Paid Advertising
AARP
Available Teachers / Classes
"Go to Website"
Manuals
DVDs
Continue Growing SUPPLY of Certified BFL Teachers
Nationwide availability
Grantwriting
• Template
• Prospects
Conferences
Attending
Sponsoring
Book
Cards
Certification
Ethics
Oversight
FMI Membership
• Revenue
• Web Listing
Fundraising
Newsletter