

How Long Will It Take?

When Do You Want To Be Done?

Are you planning to launch to the field at a specific time? If you have a specific date you need or want to be done by, this is where you define that date.

Desired Completion Date: Day _____ Month _____ Year _____

Hourly Commitment

It is best to apply 40+ hours per week to PD. As you decrease below 40 hours/week, you increase the likelihood of difficulty and failure.

1. It is harder to get momentum. There is more time between the yeses so it's easier to lose inspiration and motivation.
2. It is harder to convince people you are serious and fully committed.
3. It can be harder to schedule appointments when you have other commitments vying for your time.

Hours Committed to PD Every Week: _____

Partners Needed

Generally speaking, there is a good way to find out how many partners you will need. The average gift amount is \$100USD/mo. (Not to be confused with \$50/mo., which is the most common gift.) It will take 2 appointments to get a partner, 2 phone conversations to get an appointment, and 3 phone dials to have a phone conversation.

	Example 1	Example 2	Example 3	Example 4	Example 5
1. Monthly Budget	\$2,000	\$3,000	\$4,000	\$6,000	\$8,000
2. Partners Needed (#1 ÷ 100)	20	30	40	60	80
3. Appointments Needed (#2 x 2)	40	60	80	120	160
4. Phone Conversations Needed (#3 x 2)	80	120	160	240	320
5. Namestorming List (#4 x 2)	160	240	320	480	640
6. Phone Dials Needed (#4 x 3)	240	360	480	720	960

Fill in your numbers now.

_____ Monthly Budget
_____ Partners Needed
_____ Appointments Needed
_____ Phone Conversations Needed
_____ Namestorming List
_____ Phone Dials Needed

Weekly Goals

_____ Number of weeks to complete PD (e.g. 20 weeks)
_____ Phone calls per week (Total # of calls ÷ # of weeks = calls/week) (e.g. 300 ÷ 20 = 15)
_____ Appointments per week (Total # of appts ÷ # of weeks = appts/week) (e.g. 50 ÷ 20 = 2.5)
_____ Monthly support committed per week (Funding goal ÷ # of weeks = support/week)
(e.g. \$2,500 ÷ 20 = \$125)