

**Phase I of 9**  
**February 26th, 2005 (second draft)**

**FLOWBAR INTERNET CAMPAIGN**

Steve,  
I need the following **photos** for a new flash presentation for the first page of flowbar.net  
**ASAP.**

Simple Assembly photos begin with

1. Shot of two pieces of FLOWBAR
  2. Shot assembled - together
  3. Both hands on FLOWBAR extend it all the way out as close to the camera as you can get, (in the cameras face) take about five shots of this; front, back, left side, right side.
  4. take a shot of someone holding arms extended it while you are above them for a top shot,(this will look very cool in the FLASH presentation.)
  5. Shot of Putting strap over top of door
  6. Shot of Closed door towards you
  7. FLOWBAR into position on door
- NOTE:** Try to refrain from zooming in on subject, take shots with default camera settings for the Internet.

**Kids photos to shoot II**

1. Squat assisted pull-ups two shots one up, one down from the front, one up one down from the side total of 4 shots
2. Two shots of adjusting FLOWBAR for
3. Four shots of squat assisted dips two front up and down, two from the side up and down
4. Four shots of Rows one with bar on door, one pulling it out, one up and one down.

**Kids photos III**

1. One shot of moving FLOWBAR for butt blasters,
2. One shot with FLOWBAR extended, one up, one down front or side shots or both is better to give it a 3D look if you take four shots.
3. Knee raises 4 shots including the for the beginners, (Well save these for advanced)

**WEBMASTER CODING**

1. PHOTO SHOOT FOR ARTICLES
2. POWERPOINT INTERNET
3. Meta Tag check for indexing
4. Photo Alt tags for marketing
5. Code links for link strategy marketing

**PHASE II WEBMASTER**

Activate & code accounts  
Overture.com 03-08-05  
Yahoo.com 03-07-05  
AOL.COM 03-09-05  
GOOGLE.COM 03-02-05  
LYCOS 03-06-05  
Microsoft MSN 03-01-05  
Submitfire.com 03-04-05

**FLOWBOY says:**

"I take it with me to fight obesity."

**PHASE III**

- (a) OPTIMIZE FLOWBAR.NET FOR QUICK LOAD
- (b) FINE-TUNE COPY WITH ZEEBS INPUT (add super sizzle)

**PHASE IV**

- (a) Submit flowbar.net for final market readiness test.
- (b) Make final changes before submission to marketing console ISP
- (c) Submit site (goes live) for campaign

**PHASE V**

FITNESS NEWSLETTER SPECIAL EDITION  
Pitch benefits of purchasing system  
Add Purchase links

**PHASE VI**

Complete coding for affiliate program use e-book versions 1.0 and 1.0fb

**PHASE VII**

Maintain marketing console 24/7 first week

**PHASE VIII**

Monitor orders and adjust accordingly.  
Follow-up on shipping / customer satisfaction  
include coupon for 2MW

**PHASE IX**

Complete - finish campaign adjust accordingly.



FLOWBOY SHARK SUIT