

Purpose
To make repair articles available to
purchase on the website

Key Phrase analysis
Updated 2004

E-newsletter
Signup Form Completed
505 subscribers as of 12-31-2004

Write first tip of the week web page

Add key phrases to selected web pages

Add archive user login
Test in development stage
as of 12-31-2004

Turn on marketing indexer
Ongoing via submit fire

WIN - WIN LINKS TO OTHER SITES
Negotiate Fees or links from support
Example: Mikes train parts

Add site indexing via C-Cup Inc.
Decided to do this manually to save costs

Perfrom test market of product
Results 01-01-2004 - 12-31-2004:
Successful

Determine shopping cart
method PayPal
Results 2004 Successful

Three month budget

Web Hosting Plan
VitalstreamCompleted

Website Design plan
Ongoing

Webmaster Duties

Weekly site analysis
Ongoing

Current recomendations
2005 Get website ready to take orders.

Phase II of marketing plan
Test market on eBay
Successful 2004

2005
Add searh feature using DPA

Determine shopping cart
method PayPal
Results 2004 Successful

Three month budget

Web Hosting Plan
VitalstreamCompleted

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Phase II of marketing plan
Test market on eBay
Successful 2004

Robert Keller wrote:

Hi Jim,

It is great to hear from you.

While I'm not sure how well that would work as a review - **I'd be delighted to run a couple of plugs in product news. Send in whatever you'd like and I'll take some photos and space them out over time.** October is full, but **I'm wide open for November.** I also **may be able to squeeze a reference to the website in October's News & Notes.** Let me know what you'd like to do!

Have a great day.

Bob Keller, Associate Editor
Classic Toy Trains magazine
21027 Crossroads Circle
Waukesha, WI 53186
262-796-8776

Preparation for CTT October - November

52 Articles

Keep Seasons - Holidays in mind

**Offer free Long-term Storage Article for
subscribing to the free tips of the week.**

"Just Pay Shipping"

Photo Articles;

- 1. Locomotives**
- 2. Tenders**
- 3. Set Finder (Under development? ;o)**

"Ever wondered what a what the postwar locomotives look like? Now you can! Jim Weatherford has taken some of the finest photos you'll see of Postwar items, he's just released; 1. Lionel Postwar Locomotives and 2. Lionel Tenders.

The photos have an easy to use menu system and are printable! As a bonus you'll receive a free subscription to Jim's Tips of the week e-newsletter, for 52 weeks!

**Follow-up:
Photo CD of train Inventory
For Jim Weatherford**

Package Three Articles with a common shared menu system.

- 1. Long-term Storage Article**
 - 2. E-unit repair Article (Without parts)**
 - 3. 2343P Article**
- Marketing Pitch; "For the Toy Train Collector that has everything."**

**Web Links (reciprocal):
CCT**