

This document contain autoresponder emails written for a client with a computer-based planner/organizer. Recipients of these emails downloaded a trial version of the software, so I highlighted the product's features that are likely to help the reader most. This way they could see how much better their lives could be through use of the product and encouraged them to purchase it.

John Fike

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## Message #1

**Subject:** Two Achieve Planner tools to get you started fast and easy

Hello,

I had the thought that since you're just getting started with Achieve Planner you might like to know about a couple of quick ways to start using Achieve's powerful planning and scheduling features. These will help you to quickly see the impact Achieve can make on your life and help you decide whether Achieve Planner is right for you:

- 1) The PROJECT/TASK CAPTURE WIZARD
- 2) The OUTLOOK SYNCHRONIZATION WIZARD

The PROJECT/TASK CAPTURE WIZARD first walks you through an extensive series of brainstorming questions to help you identify potential projects, tasks, appointments and deadlines. It then guides you through organizing these and helps you group related tasks and projects together.

Use the Project/Task Capture Wizard right away to get your current projects logged in so you can immediately see the benefits of Achieve Planner scheduling and planning features such as project blocks, hierarchical task lists, and lead-time scheduling.

You can find this extremely helpful tool under the "Tools" tab on the Achieve Planner menu bar.

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"Thanks for the brilliant product. I have tried several time management type applications prior to discovering 'Achieve' and they all seemed to lack something. (Achieve) does exactly what I need and gives me a method of managing the multiple projects that my daily work involves."

--Paul Ralph, Edinburgh, Scotland, UK

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Another helpful tool is the OUTLOOK SYNCHRONIZATION WIZARD. If you already use Microsoft Outlook, you can quickly and easily convert all your appointments and tasks over to Achieve by using the Outlook Synchronization Wizard.

This wizard is incredibly simple to use and converts all your appointments and tasks from Outlook over to Achieve Planner in a matter of seconds.

The OUTLOOK SYNCHRONIZATION WIZARD is also found under the “Tools” tab on the Achieve Planner menu bar.

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Once you’ve utilized these two quick-start wizards, you can start using powerful scheduling tools of Achieve that you can’t do with Outlook or any other scheduling or planning software. Here’s a sample of tools our customers have found to be extremely useful:

- Time mapping—Color-coded time maps help you identify the best times of the day and week for your various activities and keeps you from overloading your schedule.
- Project blocks—Don’t just schedule appointments, with Achieve Planner you can also schedule blocks of time to work on your various projects and be sure that you have time to work on them.
- Automatic updating—Something unexpected come up? Don’t toss out all your scheduling; Achieve helps you reschedule activities quickly and easily, taking into account priorities, deadlines and time maps.
- Lead-time scheduling—Achieve help you avoid procrastination by alerting you to projects/tasks that are getting behind schedule and puts these toward the top of your priority schedule before it gets too late to complete them on time.

If you’re ready to purchase Achieve Planner, just visit our web site:

<http://www.fffexis.com/achieve/order.htm>

Best regards,  
Rodger Constandse  
Effexis Software

## Message #2

**Subject:** Take charge of your life with Achieve's goal-setting and life-planning tools

Hi,

I hope you're enjoying your 30-day trial period with Achieve Planner. During this time, I want to make sure you get as much benefit as possible from Achieve so that you understand what a powerful tool it is.

You know, most people who purchase Achieve Planner do so because it's a great tool for scheduling and managing busy schedules and a multitude of projects. As important as these tools are to managing your time effectively, Achieve Planner has other tools that are likely to have a bigger impact on your life.

Achieve's Life Planning tools, such as the Wish Brainstorming Wizard and the Goals Area help you identify your ideal career and life and keeps you focused on achieving them. For maximum benefit, utilize the vision and beliefs sections for each result area, goal, and project. These will help motivate and sustain you on your road to success.

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"The best life planner I've ever used! When it comes to doing complete "Life Planning" there are very few products on the market that allow for it . . . I've tried everything from paper planners to over a dozen software packages. I've settled on the Achieve Productivity Suite to help put my life in order!"

--Eric Eckberg

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Here are just some of the things you can do with Achieve Planner to help you achieve your dreams and ambitions:

- Use the dreams list to set and plan your long-term dreams and track everything you may want to do in each life area
- Develop a mission and vision statement for your life areas and record your values and guiding principles for each area
- Perform a S.W.O.T (Strengths, Weaknesses, Opportunities, Threats) analysis for each result area
- Set and track your short-term goals using relevant metrics and progress reports

- Plan all your goals in greater detail by including vision statements, identifying obstacles, breaking your goal into smaller steps, and identifying relevant projects
- Integrate goals with time management by linking goal steps with projects

If you're ready to purchase Achieve Planner and get the full benefits of these tools, just visit our web site: <http://www.effexis.com/achieve/order.htm>

Best regards,  
Rodger Constandse  
Effexis Software

### Message #3

**Subject:** Improve project planning & tracking with Achieve Planner

Hello,

Rodger Constandse here again, making sure that you're getting the most out of Achieve Planner during your 30-day trial.

If you have a busy schedule with lots of projects and tasks to work on, you definitely want to make full use of these Achieve Planner features:

- Outline View of projects and tasks hierarchy
- Project Information window
- Document & Reference tracking
- Project & task tracking

These four Achieve Planner tools make it easier and simpler to manage complex projects and schedule a multitude of tasks and appointments.

#### Project Management Simplification Tool #1:

##### OUTLINE VIEW

On the Achieve Planner tool bar, click on "Go" and then select "Outline." Add a project to the outline or select an existing project. Use Cntrl+Insert keys to quickly add subprojects and tasks to the project and get a quick overview of all that the project will entail. Add tentative due dates in the "Deadline" column. After you save your entries, you'll be able to "Go" to the "Task Chooser" window and immediately see what tasks you need to accomplish first to stay on track with your project.

#### Project Management Simplification Tool #2:

##### PROJECT INFORMATION WINDOW

Double click on a project to open the Project Information window. Here you can add scheduling information to help you stay on track, plan your work time and estimate labor and expenses for the project. You can also plan your strategy and document your vision and goals for the project. You don't have to use every tool available in this window for every project, but the larger, more extensive your project is, the more these tools will be useful to you.

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Project Management Simplification Tool #3:  
DOCUMENT & REFERENCE TRACKING

Various tabs within the Project Information window allow you to attach notes, documents, URL's and resources related to the project so that you can access them quickly and easily. You can also store contact information for team members and people associated with the project. This makes Achieve Planner your command center for projects, saving you from searching all over your computer and file drawers looking for information related to your project.

Project Management Simplification Tool #4:  
PROJECT & TASK TRACKING

Easy-to-use scheduling forms help you track time spent on projects and tasks. Tracking the time spent on tasks/projects increases the accuracy with which you estimate time needed for future project. This prevents over-scheduling and schedule crunches. Find these forms on the "Scheduling" tab of the Task Information window or the "General" tab of the Project Information window. Or "Go" to Tasks or Projects views in the main window to get an overview of progress on all your projects and tasks and print reports.

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"Thanks so much for making a great product. It's really helping me get organized in my personal and professional life."

--Darren

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I hope you find these tools useful. If you have any questions about using these tools, check out our Frequently Asked Questions page at [insert page]. If you don't find the answer to your question, send me an email at [insert email address].

If you're ready to purchase Achieve Planner and get the full benefits of these tools, just visit our web site: <http://www.effexis.com/achieve/order.htm>

Thanks again for trying Achieve Planner free for 30 days.

Best regards,  
Rodger Constandse  
Effexis Software

## Message #4

**Subject:** Avoid Scheduling Disasters with Achieve Planner

Hello,

I just thought of another great Achieve Planner tool that you need to be aware of. For many people, one of the biggest challenges to productivity and time management is balance. How can you create balance between work and personal activities? Balance between urgent tasks and important projects?

The answer to creating balance in your schedule is a Time Chart.

A Time Chart is a type of map of your time in which you mark off areas of time that are the best time of day or week to engage in various activities. For example, if you typically feel energetic in the morning but sluggish in the afternoon, you might map off your mornings for high energy work, like making sales calls, and map off afternoons for more casual tasks, like responding to emails or compiling reports.

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“I would like to congratulate and thank you for developing a very useful piece of software. I am a scientist doing biomedical research at a large university medical school and I am VERY busy.

“I have looked a long time for software that would be genuinely helpful in managing my schedule.

“Your product is the first thing that I have found that really seems to be working.”

--R.E. Crist, Ph.D.

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In Achieve Planner, your chosen Time Map for the week (you can have more than one Time Map if you want to focus on different priorities from week to week) is displayed on your weekly schedule so that you can see where the best time to schedule different tasks and activities is.

The big benefit to using Time Charts is that you can organize your time around the major result areas of your life and make sure that you don't get “too busy” for important parts of your life.

You can read more about Time Charts and how effective they are or how to use them here: <http://www.timethoughts.com/timemanagement/time-charts.htm>

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To start using Time Charts with Achieve Planner, click “Go” on the Achieve menu bar and select “Weekly Schedule,” then click the “New Time Chart” button. On the “Time Chart Areas” tab of the Time Chart Information window, you’ll be able to highlight sections of your schedule and designate the kinds of activities that work best in that time slot.

Thanks again for trying Achieve Planner free for 30 days.

Best regards,  
Rodger Constandse  
Effexis Software

## Message #5

**Subject:** You Have Nothing to Lose . . . Get Achieve Planner Today!

Hello,

I hope Achieve Planner has enhanced your productivity and eased your schedule a bit during your 30-Day free trial. Your time on the free trial is not up quite yet, but it's approaching quickly—there are just X days left to your free trial period.

Once that time is up, you'll need to purchase an Achieve Planner user license to continue accessing all the great features that help you manage your time and keep your goals on track.

But don't despair—

I understand that 30 days can be a short time to test all the features of Achieve Planner. You've probably experienced the usefulness of Achieve's scheduling features and the project planning features—those are the features most people use right away. But many people don't get into using the goal-setting and life-planning features until they've used Achieve long enough to clear up their schedule and set aside time to work on goals and life planning.

That's why I want you to take **ANOTHER 30 DAYS TO USE ACHIEVE PLANNER WITHOUT RISK.**

That's right. When you purchase Achieve Planner, you get 30 more days to decide whether it's right for you. If you decide that it's not, then I'll refund all your money—you get a whole month to decide!

That's my 100% Risk-Free Money Back Guarantee!

But don't wait too long. By now you've probably gotten used to doing your scheduling and weekly and daily planning on Achieve. Once your 30-day free trial expires, you won't have access to those tools or your schedule on Achieve until you purchase your user license. I recommend that you purchase it today, so that you don't miss a single day of the valuable scheduling and planning tools that Achieve Planner has to offer.

Just as a reminder, here's a brief look at Achieve Planner's most popular features. None of our competitors even come close to offering this much value at such a reasonable price:

- Weekly planning wizard
- Daily planning wizard
- Project/task capture wizard
- Synchronization with Microsoft Outlook

- Detailed scheduling
- Project block scheduling
- Time charts/time maps
- Detailed project planning and tracking
- Automatic rescheduling
- Hierarchical project and task lists
- Color-coded prioritization system
- ABCD prioritization with numerical subprioritization
- Task chooser tool to help determine the best task for any given time
- Reminder alerts
- Easily link projects to contact information and resources
- Goal-setting tools
- Life planning tools
- File Organizer—helps keep your paper files organized
- Metrics tool to track numbers you designate
- Performance graphs
- Wish list and wish brainstorming wizard
- Customizable keyboard shortcuts
- **100% RISK-FREE MONEY BACK GUARANTEE**

Remember, if you are not completely satisfied with Achieve Planner, just let me know within 30 days of your purchase and I promise you a prompt and courteous refund. You have nothing to lose.

To purchase Achieve Planner and get continued access to all the scheduling and planning tools that Achieve makes available, just visit our web site:

<http://www.effexis.com/achieve/order.htm>

Best regards,  
Rodger Constandse  
Effexis Software

P.S. Remember that once your 30-Day free trial period expires in X days, you won't have access to any planning or scheduling that you've done on Achieve during this time. For some folks, that could cause quite a disruption in their work performance and I don't want that to happen to you—purchase your Achieve Planner user license today and continue using Achieve without interruption.