

**NOTE: This isn't a complete document. It is a sample. It contains a client sample that you can use to glean my process for developing a USP / Value Proposition. So, don't expect perfect clarity here. Also, I've included the pre webinar emails I wrote.**

# Protected Flow Manufacturing – Refined Message Resource

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This document enumerates the Benefits to Ownership, Objections to Ownership, and Vendor Selection Criteria which comprise the main message points and themes for a product.

We then consider the shortcomings of existing products and competitors to find additional points we can develop a message around.

Then, as needed, a couple of the major Benefits to Ownership, Objections to Ownership, Vendor Selection Criteria and Weaknesses of Existing Options are expounded upon as arguments/ statements and copy for the message is developed. This includes:

- Target Customer "Model of World" Emotional Hot Button Statements
- Headlines
- Short Benefits Statements

Finally, we summarize the message and provide:

- A product description
- USP (Unique Selling Proposition)
- A description of a typical customer
- The pain a typical customer experiences

## Benefits to Ownership

1. Eliminates late orders
2. Simplifies planning and execution – simplifies complex processes - applies simple rules that are equally easy to understand in the back office and the shop floor (Jutras)
3. Optimize your production flow and maximize profitability
4. Gain a competitive advantage
5. Know what to work on next

6. Know if you have all the resources you need to get the job done on time
7. See the status of your current projects at any hour, day, or week in the future
8. Accurately simulates and predicts the future mathematically using Little's Law
9. Increases planner effectiveness and eliminates need for expeditors - No more need to use Crystal Balls and ESP to schedule your work
10. Multiple "real world" variables that take into account every type of event (like move time, wait time, ...) which can make tracking and scheduling manually impossible.
11. Unique execution and planning tools give you the visibility, capability and confidence to deliver your orders to your customers on time, in less time, every time.
12. Ensures you are working on the right things at the right time, in the right order
13. Controls how and when jobs and materials are released to the floor
14. Easy to understand and use
15. Prioritizes WIP
16. Highlight jobs that are at risk of being late (or predicted to be late) - It also highlights specific issues with jobs that may cause them to be late and pinpoints the resources (machines, manpower, materials, tooling, even outside resources) that will prevent the smooth execution of your shop orders. More importantly, it clarifies what you need to do now to fix them for a better future.
17. Shows you any obstacles to production a job will encounter at any point in the future
18. Grow / Increase your bottom line
19. Reduce WIP and free up cash invested in inventory
20. Reduce quoted lead times and get business your competition can't complete in time
21. Increase flow – Material flow, cash flow = profitability
22. Provides a clear priority to each
23. Makes predictions which respect the reality that job priorities change over time, while also acknowledging limited capacity resources
24. Prevents premature release of work
25. Provides a clear priority to each operation without complicated finite scheduling
26. Reflects realities of production, including variable wait times, capacity constraints, and relationships between individual orders
27. Builds trust (by not ignoring human nature? -Jutras applied)
28. Sleep better & stress less - knowing all your projects have a minimum number of days of buffer that remain at the completion of the order ("the min")
29. Not a black box that spits out instructions – all production steps are detailed and visible allowing you to understand the decisions and variables at play in ensuring project completion ahead of promise date

30. Protects with time and inventory (order promise delivery dates and making to stock) – are there any keywords someone making to stock would be looking for as opposed to those who make-to-order?) (( Jutras applied pg6 ))

## Objections to Ownership

1. Status Quo – I’m doing OK, I don’t have too many issues. Why fix it if it ain’t broken? Why move to DDMRP ... is MRP broken?
2. Adoption Rate - Am I going to get my people to do it? Big change in how you are doing things
3. Procedural Change - Might have to rethink how you construct age-old models like BOMs and routings (Jutras)
4. Learning Curve - The concept of a multi-level work order might seem complex at first (Jutras)
5. Price – Am I going to see an ROI
6. Effectiveness – Does it work as stated? Or is another empty promise?
7. Data Ownership and Security – Cloud based SaaS – Where’s my data
8. Technology Stack Compliant/Limitation – I’m using a small system/ I don’t have an ERP/ Our technology stack is extremely sophisticated.

**NOTE: I continue this type of brainstorm/research work for all the sections mentioned above.**

## Arguments/ Statements

Eliminates late orders

**Target Customer “Model of World” Emotional Hot Button Statement:**

“Why are some of my orders late? The only way to ensure we complete orders on time is by expediting, but we can’t expedite every order! Something must give. There has to be a better way!”

**Headlines:**

On time, in Less Time, Every Time!

You Can’t Expedite Every Order!

Tired of Playing Catch-Up?

How Much Have Late Orders Cost You?

Eliminate Late Orders!

Finally, A Way to Eliminate Late Orders

Imagine Delivering Orders On Time

How Many Late or Expedited Orders Will It Take for You to Notice a Trend?

**Short Benefits Statement:**

Late Orders? Missing completion dates? Constantly expediting orders to get anything complete on time? There's a better way! Introducing Protected Flow Manufacturing from LillyWorks, it helps you plan and predict all your WIP and get it done on time, in less time, every time!

[Simplifies planning and execution](#)

**Target Customer "Model of World" Emotional Hot Button Statements**

"Why is creating a production schedule so difficult? It is constantly changing and we don't have a grasp on how to control it. We are constantly juggling people, equipment, inventory, money, and WIP, and when anything goes wrong, which it always does, it screws up the timeline on that and every other order in house."

**Headlines:**

The 5 Minute Production Schedule

How to Eliminate a Daily Production Scheduling Meeting

Make Meetings a Thing of the Past

Eliminate Scheduling - Increase Production and Deliver On Time Every Time.

Error-Free Scheduling

Perfect Scheduling

The Perfect Scheduler Is Not a Scheduler

What If Scheduling Was Easy?

Production Scheduling is Complex – Simulation Makes It Easy!

**Short Benefits Statement:**

If you are having to rework production schedules and expedite orders every day – stop it! With Protected Flow Manufacturing, creating production schedules is easy! It automatically simulates all current orders across your production facility {factory/ shop}, optimizes your flow and creates a simple task list that's easy to understand.

**NOTE: I continue this type of work above until I've covered every point identified in research.**

## Product Summary

**Product Description**

Protected Flow Manufacturing is a Cloud-based SaaS execution and planning tool that is ideal for custom, Make-to-Order manufacturers. It helps you control the flow of orders through your facility and it helps you predict capacity, your ability to take on new work, and quote accurate estimated completion dates. It does this by creating a simulation of your jobs at every stage in the future using specific data points, and delivers a visual plan and a task list that are easy to understand and use. Simply said, Protected Flow Manufacturing ensures all your orders are completed on time, in less time, every time.

**USP (Unique Selling Proposition)**

Real-time, real-world production simulator that predicts the constraints of production on any job in queue at any time in the future. It then prioritizes the queue and delivers an easy to understand task list that illustrates exactly what to do and when, to deliver every order on time.

**Description of Typical Customer:**

Custom, Make-to-Order manufacturing company with 5 – 500 employees and \$1M - \$100M annual revenue. Target titles include: VP Ops, Operations Manager/Director, Owner, CEO, COO, Plant Manager, Production Manager, Manufacturing Engineer.

**Typical Pain Customers Experience:**

Clients are struggling with costing and scheduling. With costing, they wonder, "How much does it cost to manufacture?" Because manufacturing is complex and it's a moving target, it's difficult to establish. It

involves planning and estimating, tracking and reviewing to find the actual cost. With scheduling, issues abound because all the orders in queue are competing for limited resources – machines, people, tools, material. Clients are frustrated, upset, disappointed, worried, angry, concerned, and anxious. They constantly wonder: how soon can I get it to them? When did I promise, when did I ship, how am I doing?

## Protected Flow Manufacturing - Webinar Promo Copy

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### Email Promo Messages

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#### Email 5-7 Days Before

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#### **OPTION 1 - Heads Up - More "Salesy"**

**Subject:** How to Revolutionize Shopfloor Scheduling (Webinar)

Hi {user.name\_f},

Mark Lilly with a LIVE webinar invitation for you...

**==> REGISTRATION LINK**

This Wednesday, July 12th, 2017 at 1 p.m. Eastern, I'm hosting a very special Webinar event that will most definitely change your business forever!

**“How to Revolutionize Shopfloor Scheduling and Deliver On Time, In Less Time, Every Time!”**

How would you like to eliminate late orders and increase your production capacity?

How about learning the method to accurately predict order completion dates and schedule WIP in real-time?

On my next LIVE webinar we're going to cover how to instantly schedule your shop production in real-time while delivering 100% on-time order fulfillment.

But I don't stop there. I'm also going to show you how to dynamically add additional orders to your existing queue and accurately predict their completion date – ensuring every order is produced and fulfilled on time.

This is going to help you eliminate scheduling headaches while increasing flow and profitability!

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**Seating is LIMITED - REGISTER Now!**

==> [REGISTRATION LINK](#)

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**Mark Lilly**

P.S. - I'm also going to show you how to speed up production, eliminate bottlenecks and optimize WIP and you need to be there if you want to get a jump on your competitors.

Sign up now for the webinar and we'll **see you Wednesday, July 12th, 2017!**

==> [REGISTRATION LINK](#)

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## **OPTION 2 - Webinar Announcement Email - Low-Key, LONG**

**Subject:** "How to Revolutionize Shopfloor Scheduling" webinar

Hi {\$user.name\_f},

Mark Lilly here with a quick update ...

Next week we're holding an amazing webinar entitled...

**" How to Revolutionize Shopfloor Scheduling and Deliver On Time, In Less Time, Every Time!"**  
3 Key Insights to Perfect Scheduling

**REGISTER here now:**

REGISTRATION LINK

**DATE:** Wednesday, July 12th, 2017

**Time:** 1 p.m. Eastern

On this webinar we cover how to instantly schedule your shop production in real-time and deliver orders on time, every time.

I show you how to accurately predict order completion dates and schedule WIP in real-time, and eliminate missed completion dates.

Finally, I'll show you how to simplify planning and execution while reducing the time jobs spend waiting!

All of which will transform your company into a lean, mean, money-making machine!

Here's just a sample of what we'll cover on this incredible webinar:

- What is Little's Law? How does it work?
- How can I eliminate daily scheduling meetings?
- How do I prioritize my orders?
- How do I eliminate the need to constantly expedite orders to get them completed on-time?
- How do I reduce inventory and resources tied up in orders that are just waiting on the shop floor?
- How do I accurately predict the future of my projects and ensure they are completed on-time?
- How do I know what to work on next?
- How can I know what my shop is capable of, so I can give accurate job completion dates?
- Can I ensure we are working on the right things at the right time, in the right order?
- ... and much, MUCH More!

Register now and join us for the webinar:

**REGISTRATION LINK**

Looking forward to seeing YOU **Wednesday, July 12<sup>th</sup> @ 1pm!**



**Mark Lilly**

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## **OPTION 3 - Webinar Announcement Email - Low-Key, SHORT**

**Subject:** "How to Revolutionize Shopfloor Scheduling" webinar

Hi {\$user.name\_f},

Mark Lilly here with a quick update ...

Next week we're holding a must-see webinar entitled...

**"How to Revolutionize Shopfloor Scheduling and Deliver On Time, In Less Time, Every Time"  
3 Key Insights to Perfect Scheduling**

**REGISTER here now:**

REGISTRATION LINK

**DATE:** Wednesday, July 12th, 2017

**Time:** 1 p.m. Eastern

On this webinar we cover the best way to schedule your shop production in real-time, dynamically add new orders to your queue and accurately predict their completion date, all while speeding up production, eliminating bottlenecks and optimizing WIP.

It's going to be a game-changer!

Register now and join us for the webinar:

**REGISTRATION LINK**

Looking forward to seeing YOU on the webinar!

**Mark Lilly**

# Email 1 Day Before

## OPTION 1 - Tomorrow's the day - More "Salesy"

Subject: Re: {\$user.name\_f}, are we still on for tomorrow?

Hi {\$user.name\_f},

Can you really **eliminate scheduling headaches while increasing flow and profitability?**

Can you really **learn the method to accurately predict order completion dates and schedule WIP in real-time?**

Can you really **eliminate missed completion dates?**

Can you really **simplify planning and execution while reducing the time jobs spend waiting all while protecting promise dates?**

YES! You can!

And this **Wednesday, July 12th, 2017** we'll reveal that and so much MORE on our latest webcast...

==> REGISTRATION LINK

Oh, and if you don't know **how to organize and schedule your jobs so you can deliver your orders to your customers on time, in less time, every time**, this webinar solves that problem!

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Seating is LIMITED - REGISTER Now!

==> REGISTRATION LINK

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Mark Lilly

P.S. - I'm also going to show you how to **eliminate late orders, simplify planning and execution, and gain a competitive advantage** - so you definitely want to be there for this one!

Register now:  
REGISTRATION LINK

## OPTION 2 - Webinar Tomorrow Email- Low-Key - LONG

**Subject:** Re: Register Now for "How to Revolutionize Shopfloor Scheduling "

Hi {\$user.name\_f},

Mark Lilly here with a reminder ...

TOMORROW we're live with our game-changing webinar entitled...

**"How to Revolutionize Shopfloor Scheduling"**  
**3 Key Insights to Perfect Scheduling**

REGISTER here now:

REGISTRATION LINK

**DATE: Wednesday, July 12th, 2017**

**Time: 1 p.m. Eastern**

On this webinar we cover how to instantly schedule your shop production in real-time and deliver orders on-time, every time.

I show you how to accurately predict order completion dates and schedule WIP in real-time, and eliminate missed completion dates.

Finally, I'll show you how to simplify planning and execution while reducing the time jobs spend waiting!

All of which will transform your company into a lean, mean, money-making machine!

Here's just a sample of what we'll cover on this incredible webinar:

- What is Little's Law? How does it work?
- How can I eliminate daily scheduling meetings?
- How do I prioritize my orders?

- How do I eliminate the need to constantly expedite orders to get them completed on time?
- How do I reduce inventory and resources tied up in orders that are just waiting on the shop floor?
- How do I accurately predict the future of my projects and ensure they are completed on-time?
- How do I know what to work on next?
- How can I know what my shop is capable of, so I can give accurate job completion dates?
- Can I ensure we are working on the right things at the right time, in the right order?

... and much, MUCH More!

Register now and join us TOMORROW:

REGISTRATION LINK

I guarantee you haven't been to any other webinar about production scheduling solutions that give you the ability to **eliminate late orders, simplify planning and execution and increase flow and profitability in the REAL WORLD** like this one!

Looking forward to seeing YOU on the webinar tomorrow!

Mark Lilly

## **OPTION 3 - Webinar Tomorrow Email - Low-Key - SHORT**

**Subject:** Re: Register Now for "How to Revolutionize Shopfloor Scheduling"

Hi {user.name\_f},

Mark Lilly here with a reminder ...

TOMORROW starts off our amazing new webinar entitled...

**"How to Revolutionize Shopfloor Scheduling"**  
**3 Key Insights to Perfect Scheduling**

REGISTER here now:

REGISTRATION LINK

DATE: **Wednesday, July 12th, 2017**

Time: **1 p.m. Eastern**

On this webinar we cover how to instantly schedule your shop production in real-time and deliver orders on-time, every time.

I show you how to accurately predict order completion dates and schedule WIP in real-time, and eliminate missed completion dates.

Finally, I'll show you how to simplify planning and execution while reducing the time jobs spend waiting!

You definitely want to be there for this one ... so Register now and join us TOMORROW:

REGISTRATION LINK

Looking forward to seeing YOU on the webinar tomorrow!

Mark Lilly

## Email Day Of Webinar

### **OPTION 1 - LAST CHANCE - More "Salesy"**

**Subject:** It's TODAY at 1 p.m. Eastern

Hi {\$user.name\_f},

Mark Lilly here with a quick reminder...

Today is our highly-acclaimed webinar

**How to Revolutionize Shopfloor Scheduling**

If you want learn the method every one's talking about that **eliminates late orders and simplifies planning and execution** while handing you **increased flow, a competitive advantage, and a healthy, growing bottom line** ... you need to be on this webinar.

REGISTRATION LINK

Join us and I'll even show you how to supercharge your company and transform it into a lean, mean, money-making machine!

The webinar starts at **1 p.m. Eastern**, so time's running out to register.

Don't procrastinate and kick yourself later!

Register Now:

REGISTRATION LINK

See you there,

**Mark Lilly**

PS - **By registering NOW you also lock in the replay AND you get a chance to get LIVE coaching during the Q&A session we have set up.**

Don't delay... register now, right here:

REGISTRATION LINK

## **OPTION 2 - Webinar TODAY Email- Low-Key - LONG**

**Subject:** FINAL REMINDER - How to Revolutionize Shopfloor Scheduling webinar

**ALT Subject:** REMINDER - Today's Webinar How to Revolutionize Shopfloor Scheduling

Hi {user.name\_f},

Mark Lilly here with a last reminder ...

**TODAY** is the day for our amazing new webinar entitled...

**"How to Revolutionize Shopfloor Scheduling"**

### **3 Key Insights to Perfect Scheduling**

REGISTER here now:

REGISTRATION LINK

DATE: TODAY - **Wednesday, July 12th, 2017**

Time: **1 p.m. Eastern**

On this webinar we cover **how to instantly schedule your shop production in real-time and deliver orders on-time, every time.**

I show you how to accurately predict order completion dates, schedule WIP in real-time, and eliminate missed completion dates.

Finally, I'll show you how to **simplify planning and execution** while reducing the time jobs spend waiting!

All of which will transform your company into a lean, easy to run, money-making machine!

Register now and join the broadcast **TODAY**:

REGISTRATION LINK

I guarantee you haven't been to any other webinar about production scheduling solutions that give you the ability to **eliminate late orders, simplify planning and execution and increase flow and profitability in the REAL WORLD** like this one!

Looking forward to seeing YOU on the webinar in just a little while!

Mark Lilly

## **OPTION 3 - Webinar TODAY Email - Low-Key - SHORT**

**Subject:** FINAL REMINDER - How to Revolutionize Shopfloor Scheduling webinar

**Alt Subject:** REMINDER - Today's Webinar How to Revolutionize Shopfloor Scheduling

Hi {user.name\_f},

Mark Lilly here with a last reminder ...

**TODAY** is the day for our highly acclaimed webinar entitled...

**"How to Revolutionize Shopfloor Scheduling"  
3 Key Insights to Perfect Scheduling**

REGISTER here now:

REGISTRATION LINK

DATE: **TODAY - Wednesday, July 12th, 2017**

Time: **1 p.m. Eastern**

**Register now and join the broadcast TODAY:**

REGISTRATION LINK

Looking forward to seeing YOU on the webinar in just a little while!

**Mark Lilly**

## Email Day After REPLAY

### **OPTION 1 - Webinar Replay Announcement - LONG**

**Subject:** In case you missed it - Replay Posted!

**Alt Subject:** Here's the replay

**Alt Subject:** {user.name\_f}, the replay is POSTED

Hi {user.name\_f},



Mark Lilly here, with the replay of yesterday's webinar for you...

## **"How to Revolutionize Shopfloor Scheduling"**

3 Key Insights to Perfect Scheduling

Gain access to the replay **RIGHT NOW**:

> [REPLAY LINK](#)

On this webinar we covered how to instantly schedule your shop production in real-time and deliver orders on-time, every time.

I showed you how to accurately predict order completion dates and schedule WIP in real-time, and eliminate missed completion dates.

Finally, I showed you how to simplify planning and execution while reducing the time jobs spend waiting!

All of which will transform your company into a lean, mean, easy-to-run, money-making machine!

Here's just a sample of what we covered on this incredible webinar:

- What is Little's Law? How does it work?
- How can I eliminate daily scheduling meetings?
- How do I prioritize my orders?
- How do I eliminate the need to constantly expedite orders to get them completed on-time?
- How do I reduce inventory and resources tied up in orders that are just waiting on the shop floor?
- How do I accurately predict the future of my projects and ensure they are completed on-time?
- How do I know what to work on next?
- How can I know what my shop is capable of, so I can give accurate job completion dates?
- Can I ensure we are working on the right things at the right time, in the right order?

... and much, MUCH More!

You got EVERYTHING you need to take your production scheduling to the next level!

**Go here now to access this training:**

> DOWNLOAD LINK

If you want learn **the method to accurately predict order completion dates and schedule WIP in real-time**, this training will blow your socks off!

**Mark Lilly**

## **OPTION 2 - Webinar Replay Announcement - SHORT**

**Subject:** In case you missed it - Replay Posted!

**Alt Subject:** Here's the replay

**Alt Subject:** {\$user.name\_f}, the replay is POSTED

Hi {\$user.name\_f},

Mark Lilly here, with the replay of yesterday's webinar for you...

**"How to Revolutionize Shopfloor Scheduling"**  
**3 Key Insights to Perfect Scheduling**

Gain access to the replay **RIGHT NOW:**

> REPLAY LINK

On this webinar we covered how to instantly schedule your shop production in real-time and deliver orders on-time, every time.

I showed you how to accurately predict order completion dates and schedule WIP in real-time, and eliminate missed completion dates.

Finally, I showed you how to simplify planning and execution while reducing the time jobs spend waiting!

You got EVERYTHING you need to take your production scheduling to the next level!

**Go here now to access this ALL-NEW training:**

> DOWNLOAD LINK

If you want learn **the method to accurately predict order completion dates and schedule WIP in real-time**, this training will blow your socks off!

**Mark Lilly**

## Registration Confirmation Email

### Immediate Confirmation

**Subject:** {\$user.name\_f} - you're registered for the webinar!

Hi {\$user.name\_f},

Thanks for signing up for our special webinar, "**How to Revolutionize Shopfloor Scheduling.**"

Mark your calendar now for:

Webinar Date: **Wednesday, July 12th, 2017**

Webinar Time: **1 p.m. Eastern**

=====  
==> LOGIN: LINK & INSTRUCTIONS  
=====

I know you're going to find the information on this webinar extremely valuable to your business!

See you soon,

**Mark Lilly**

P.S. - Remember, we're expecting this event to be filled to the breaking point, so make sure you get on 5

minutes beforehand to ensure you have a spot!

## **Reminder Email To Registrants BEFORE Webinar (Send 60 minutes before event)**

**Subject:** {\$user.name\_f}, details for today's shopfloor scheduling webinar

Hi {\$user.name\_f},

Just a quick reminder about the special "How to Revolutionize Shopfloor Scheduling" webinar today where I'll be sharing how to accurately predict order completion dates, schedule WIP in real-time, and eliminate missed completion dates.

Here are the details again...

**Date: TODAY, Wednesday, July 12th, 2017**

**Time: 1 p.m. Eastern**

Here's how to log into the webinar:

**LOGIN INSTRUCTIONS**

Be logged in and ready to go at 1pm, you're going to find the information on this webinar **EXTREMELY** valuable!

See you then,

**Mark Lilly**

## **Opt-In Page Copy**

**Topic: "How to Revolutionize Shopfloor Scheduling and Deliver On Time, In Less Time, Every Time"**

### 3 Key Insights to Perfect Scheduling

**Date:** Wednesday, July 12th, 2017

**Time:** 1 p.m. Eastern

On this "FREE" webinar we'll cover how to instantly schedule your shop production in real-time and deliver orders on-time, every time.

You will learn how to accurately predict order completion dates and schedule WIP in real-time, and eliminate missed completion dates.

Then I'll show you how to simplify planning and execution while reducing the time jobs spend waiting!

All of which will transform your company into a lean, mean, money-making machine!

Here's just a sample of what we'll cover on this incredible webinar:

- What is Little's Law? How does it work?
- How can I eliminate daily scheduling meetings?
- How do I prioritize my orders?
- How do I eliminate the need to constantly expedite orders to get them completed on-time?
- How do I reduce inventory and resources tied up in orders that are just waiting on the shop floor?
- How do I accurately predict the future of my projects and ensure they are completed on-time?
- How do I know what to work on next?
- How can I know what my shop is capable of, so I can give accurate job completion dates?
- Can I ensure we are working on the right things at the right time, in the right order?

... and much, MUCH More!

Don't miss this breakthrough webinar that will show you how to finally eliminate scheduling headaches while increasing flow and profitability.

# FB Page Event Announcement

**Name:** How to Revolutionize Shopfloor Scheduling Webinar

**Details:** 3 Key Insights to Perfect Scheduling.

On this "FREE" webinar we'll cover **how to instantly schedule your shop production in real-time and deliver orders on-time, every time.**

You will learn **how to accurately predict order completion dates and schedule WIP in real-time, and eliminate missed completion dates.**

Then I'll show you **how to simplify planning and execution while reducing the time jobs spend waiting!**

All of which will transform your company into a lean, mean, easy-to-run, money-making machine!

And best of all, it's FREE... but you must register now.

**Where:** Online

**When:** Wednesday, July 12th, 2017

**Time:** 1 p.m. Eastern

**Potential Tweets, FB Posts, Blog Ads,  
Text Ads, Related Article / Video Titles,  
Blog Post Titles, etc.**

Free / New Webinar: How to Revolutionize Shopfloor Scheduling

Free / New Webinar: How to Revolutionize Shopfloor Scheduling - 3 Key Insights to Perfect Scheduling

Free / New Webinar: Eliminate Scheduling Errors / How to organize and schedule your jobs so you can deliver your orders to your customers on time, in less time, every time

Free / New Webinar Reveals How to organize and schedule your jobs so you can deliver your orders to your customers on time, in less time, every time

Free / New Webinar: How to eliminate late orders and simplify planning and execution while handling you increased flow, a competitive advantage, and a healthy, growing bottom line.

Free / New Webinar: The method to accurately predict order completion dates and schedule WIP in real-time

Free / New Webinar: How to eliminate missed completion dates

Free / New Webinar: How to simplify planning and execution while reducing the time jobs spend waiting, so you can protect promise dates

Free / New Webinar Reveals the method to accurately predict order completion dates and schedule WIP in real-time - FAST!

Free / New Webinar Shows You How to eliminate missed completion dates - Quick & Easy!

Free / New Webinar Reveals How to simplify planning and execution while reducing the time jobs spend waiting and protect promise dates - Easy!

Three instant tips to eliminate scheduling errors / How to organize and schedule your jobs so you can deliver your orders to your customers on time, in less time, every time

Five Myths about eliminating scheduling errors / How to organize and schedule your jobs so you can deliver your orders to your customers on time, in less time, every time

Why every custom, Make-to-Order manufacturer needs to eliminate scheduling errors

Five things every production schedule should contain

The 3 Biggest Production Scheduling Mistakes Make-to-Order Manufacturers Make

The 4 Biggest Production Scheduling Mistakes

How to instantly schedule your shop production and accurately predict its completion date, while

speeding up production, eliminating bottlenecks and optimizing WIP

The method to accurately predict order completion dates and schedule WIP in real-time

How to ensure ALL your jobs are completed on time, every time

How to Avoid Overlooking some minute detail on an order that affects the schedule and make the order run late

How to organize and schedule your jobs to deliver on time, in less time, every time

Eliminate Late Orders

Top 5 Ways To Eliminate Scheduling Errors

The Most Accurate Scheduling Tool isn't A Scheduler

The Single Biggest Scheduling Error Every Make-to-Order Manufacturer Makes

3 no-hype ways to eliminate scheduling errors and headaches while increasing flow and profitability

The Secret to Eliminating Scheduling Errors

## PS's / Stealth Closes to Add to Emails, Newsletters, Blog Posts, etc.

Prefixes. Other things you can say besides "By the way..."

\* Before I forget...

\* Oh, before I forget...

\* Oh, one more thing...

\* Hey, by the way...



\* Oh...

\* Also...

\* You know...

By the way, if you really want to learn how to eliminate late orders, simplify planning and execution, and optimize your production flow and maximize profitability, this NEW Webinar lays it all out for you! Check it out here: REGISTER LINK

By the way, if you really want to learn how to eliminate late orders, simplify planning and execution, and optimize your production flow and maximize profitability, this NEW Webinar "**How to Revolutionize Shopfloor Scheduling**" lays it all out for you! Check it out here : REGISTER LINK

By the way, I'm hosting a brand-NEW webinar that shows you how to eliminate late orders, simplify planning and execution, and optimize your production flow and maximize profitability. You can Register FREE right here: REGISTER LINK

By the way, Make-to-Order Manufacturers, I'm hosting a brand-NEW webinar where you can discover how to supercharge your company and transform it into a lean, mean, easy-to-run, money-making machine! You can Register FREE right here: REGISTER LINK

By the way, if you want learn the method to accurately predict order completion dates and schedule WIP in real-time so you can eliminate missed completion dates, I'm hosting a brand-NEW webinar on how you can eliminate late orders, simplify planning and execution, optimize your production flow and maximize profitability. You can Register FREE right here: REGISTER LINK

By the way, if you want to know how to organize and schedule your jobs so you can deliver your orders to your customers on time, in less time, every time, Register NOW for this new Webinar I'm doing - "**How to Revolutionize Shopfloor Scheduling**" - 3 Key Insights to Perfect Scheduling. It's FREE, but you must register: REGISTER LINK

By the way, if you really want to know how to easily schedule your shop production in real-time AND accurately predict its completion date, while speeding up production, eliminating bottlenecks and optimizing WIP, but you're worried about overlooking some minute detail on an order that affects the entire schedule and makes the order run late, here's the solution you are looking for! I'm hosting a brand-NEW webinar - **"How to Revolutionize Shopfloor Scheduling" - 3 Key Insights to Perfect Scheduling**. It's FREE! Register Now: REGISTER LINK