

# SOHO BusinessReport

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## 2006/07 Editorial Plan

<b>Issue Theme</b>	<b>Planning for Profit</b>	<b>Entrepreneur Toolbox</b>	<b>Breaking out of the Box</b>	<b>SOHO Superheroes</b>
<b>Story Approval Deadline</b>	Nov 1/ 06	Feb 1/07	May 1/07	Aug 1/07
<b>Ad booking Deadline</b>	Nov 15/06	Feb 15/07	May 15/07	Aug 15/07
<b>Submission Deadline</b>	Nov 15/05	Feb 15/07	May 15/07	Aug 15/07
<b>Distribution</b>	Jan/07	Apr/07	Jul/07	Oct/07

## Core Content Ideas

<b>Strategy</b>	<ul style="list-style-type: none"> <li>Increasing Cash Flow</li> </ul>	<ul style="list-style-type: none"> <li>Creating Systems</li> </ul>	<ul style="list-style-type: none"> <li>Unique Strategies</li> </ul>	<ul style="list-style-type: none"> <li>Leveraging Resources</li> </ul>
<b>Office Tech</b>	<ul style="list-style-type: none"> <li>Accounting Programs</li> </ul>	<ul style="list-style-type: none"> <li>Mobile Devices</li> </ul>	<ul style="list-style-type: none"> <li>Virtual office tools</li> </ul>	<ul style="list-style-type: none"> <li>Connectivity tools</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>Focus on existing clients</li> </ul>	<ul style="list-style-type: none"> <li>Research Tools</li> </ul>	<ul style="list-style-type: none"> <li>Guerilla Tactics</li> </ul>	<ul style="list-style-type: none"> <li>Creating Champions</li> </ul>
<b>Finances</b>	<ul style="list-style-type: none"> <li>Cost Cutting</li> </ul>	<ul style="list-style-type: none"> <li>Accounting Software</li> </ul>	<ul style="list-style-type: none"> <li>Bartering</li> </ul>	<ul style="list-style-type: none"> <li>Profit Sharing</li> </ul>
<b>Sales</b>	<ul style="list-style-type: none"> <li>Upselling</li> </ul>	<ul style="list-style-type: none"> <li>Sales Systems</li> </ul>	<ul style="list-style-type: none"> <li>Getting Attention</li> </ul>	<ul style="list-style-type: none"> <li>Sales Personality</li> </ul>
<b>Project Management</b>	<ul style="list-style-type: none"> <li>Pricing Projects</li> </ul>	<ul style="list-style-type: none"> <li>Software Packages</li> </ul>	<ul style="list-style-type: none"> <li>Non-traditional Project Models</li> </ul>	<ul style="list-style-type: none"> <li>Leadership</li> </ul>
<b>Coaching</b>	<ul style="list-style-type: none"> <li>Think Big</li> </ul>	<ul style="list-style-type: none"> <li>Mental Attitude</li> </ul>	<ul style="list-style-type: none"> <li>Creativity</li> </ul>	<ul style="list-style-type: none"> <li>Empowering others</li> </ul>
<b>Internet Marketing</b>	<ul style="list-style-type: none"> <li>Online Selling tools</li> </ul>	<ul style="list-style-type: none"> <li>Testing Tools</li> </ul>	<ul style="list-style-type: none"> <li>How to use eye candy</li> </ul>	<ul style="list-style-type: none"> <li>Managing your Brand</li> </ul>

Send articles to:  
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