KICKOFF CHECK-IN

MEDICAL LIFE CARE SOLUTIONS

DATE	Thursday, November 19th, 2:30 to 3:30 Central
WHERE	Google Meet, link on your calendar invite
ON THE CALL	Tommy Vaughn, Tim Kaufeldt, and Gwen Diede

1. What we'll cover

1. Welcome and where we are	5 min
2. Your answers, played back	15 min
3. Madi's December 1st start	10 min
4. LinkedIn access and logos	10 min
5. First month and kickoff date	15 min
6. Next steps	5 min

2. Four things start the work

- ✓ Letter signed by both of us
  Tuesday, November 17th
- ✓ One final approver named
  Tommy, and it can move to Madi later
- ☐ Admin access for Gwen on the MLCS LinkedIn page
  We can do this together on the call
- ☐ First invoice paid
  Dated November 20th, due November 30th

3. Handy to have on the call

- The MLCS LinkedIn page you'd like me posting to
- Admin access for me on that page. The steps are on your MLCS page.
- Your logo files

4. Before your first posts

- ☐ A one-page voice guide
  Built from your answers, for a quick look before I write anything
- ☐ A source list
  Every fact a post uses, each one confirmed by you first
- ☐ A first month topic plan
  For you to react to and shape

5. Then every month

- ☐ Two posts a week
  On your MLCS page by the Monday before they go out
- ☐ Your written approval
  By Thursday, with a final okay by noon Central Monday
- ☐ I publish each approved post
  Only in the wording you approved
- ☐ A short summary and a 30 minute call
  What went out, and the numbers LinkedIn reports

Nothing posts without your written approval. No patient information is ever used, and no post promises an outcome.