

“Ready, Aim, Fire”

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“Ready, Aim, Fire” is often referred to as the 3 major phases of activity undertaken by large, sophisticated business organizations when implementing anything new.

READY – or ‘get ready’ includes all the research and planning connected with the endeavor. It may also include some use of ‘focus groups’ or ‘test marketing’ prior to the allocation of ‘big bucks’ to the more general rollout of the project on a wide area basis.

AIM – addresses the targeting of those believed to be the most desirable initial recipients of the general news about the project. These may be end users themselves or middlemen as in the case of a manufacturer that only distributes on a wholesale basis.

FIRE – covers the actual ‘pulling of the trigger’ or announcement of the project to the targeted publics identified in the ‘aim’ step above.

“Ready, Aim, Fire” is more often used in context with **“Ready, Fire, Aim”** which will be described next.