

# Half-Time Orange

(November 2005)

It's time for another update about what is going on in IOTP World. In the New Year these newsletters will become more regular. The problem is that we often struggle to know what to write.

## Recruitment Drive

We are going on a recruitment drive. We need more managers. The easy option would be to increase turn fees but that would not solve the problem as to why we cannot attract new customers. The new strategy is to attract more customers via online advertising. We have tried traditional magazine advertising but sadly it no longer works. We have placed adverts recently in World Soccer, Match & Shoot and the response to these ads was very disappointing. Since the mid-90s hey-day the circulations of these magazines has plummeted.

We need to have a constant supply of new setups starting, ideally one every month. The problem is and remains, attracting new customers to take on lower league sides.

## www.iotp.net

The re-design of the website is still on going. We have suffered a number of set-backs. We had a number of designs for a new logo by a few different companies, none of which we liked. The aim is to make the home page more attractive. The current site is practical if you play the game but it does not sell the game to new potential punters. We are going to re-design the look of the site. We will be focusing on two main key areas:

1) Selling the game to new punters.

More explanation about the game, with sample turnsheets, booklets etc. - this will be achieved by a tour of the game & a beginners guide to IOTP. Basically more information on who we are, what we do, how to play, who plays and so on.

2)The IOTP Community.

The game, especially the website, has a strong community feel to it. We feel it is our duty to improve the community feel to the game. We will be adding new features such as:

Livescores - currently we just have a link to the vidi-printer. We will be adding a feature so that managers can provide match build-up and after match comments (in the "My IOTP" -> "Press" section). I know some setups already do this, but we will be having a direct link from the home page. We may add yellow & red cards to show as they happen and even have the live league tables, i.e the table is updated every 2 minutes based on the scores at that time. Perhaps also for the TV games, a running commentary. Thus it means more to be selected for TV

Manager interviews – we have a set list of manager questions (favourite club, occupation, favourite band etc.) and each day a different manager will have their profile shown via the home page. We may even allow photos of you to be shown! If you don't use the internet let us know and we can send you a printed copy to fill in.

Find a club – you'll now be able to search by squad strength, squad valuation and managerial difficulty.

Help, links, FAQ, History, Staff profile etc. - all updated and will be easier to up-date on a regular basis

These are just ideas and may well change when things develop as we have a few more ideas planned. But I hope we have wetted your appetite enough with just those mentioned above. If you have any FAQ items that can be added please let us know as this needs beefing up quite a bit.

## **Advertising**

You may have seen IOTP adverts in Match, Shoot & World Soccer magazines. Sadly the response to these adverts was very disappointing. We are keen to listen to people's ideas on how we should advertise the game.

The best method of advertising is still by word of mouth. Why not encourage your friends, work colleagues to join in the fun. If they are interested get them to give us a call or stick down their details on your turnsheet. If a completely new member that you introduce sends an initial payment of £20 or more then you will be rewarded with two free turns. If they send in £10 or more but less than £20 you will receive one free turn.

If you have a personal email account, why not stick down the website address in your signature. If you regularly go on the many football forums on the net, why not drop IOTP into the conversation. A lot of opportunities exist for us all to promote the game.

## **Future Development**

- SMS results service? Do you want this, would you use it? It would cost you an extra fee on top of your turn-fee.
- Easier to pay online credit card payments for all

I see this as a two-way process. We will put the work in with regards to updating the website making it sell IOTP more & adding additional features for managers. We need your help in promoting the game & spreading the word to the masses. If we are successful, we can employ more staff. If we employ more people we can do even more exciting stuff. The more players playing, then the more competitive and challenging setups will become. It will also give you the opportunity to arrange more deals with fellow managers. Wouldn't it be a nice if there were more IOTP staff. Perhaps a full-time ratings guru, webmaster and game developer? Our ultimate aim is to be able to produce a fully interactive game. Perhaps replacing live scores by an interactive game engine, when you can actually change tactics/make substitutions in real-time and directly affect the outcome of the game. However there's a lot of work to do before then. Step 1 is to sort out the website and make it more professional and useful. Step 2 is to slowly redesign all the PBM side so that we'll be able to e-mail PDF booklet's and that kind of thing. And the final step would be to replace the game engine making it more interactive and so forth. All this is a lot easier to achieve if we are positive and return an upwards momentum.

## **Sending payment**

When you send payment, please remember to fill in the payment section on your turnsheet.

When sending payment separately from your turn please let us know who the payment is from and to what club the money is going to. We still get people just sending in cheques with no instructions or turnsheet enclosed and therefore we have no idea who has sent in the payment and where the money should go.

## **Christmas break & post**

The last working day will be Friday 16<sup>th</sup> December & we will re-open on Tuesday 3<sup>rd</sup> January 2006. As soon as we hit December it is important that you return your postal turns a bit earlier than normal as the post soon comes to a halt. You may wish to consider having your turns sent to by email as well. This costs only an extra 10p per club.

We are looking to move office (to the very first IOTP Towers) around mid-December but as long as the phones switch over okay this shouldn't be any problem. It just means we'll have central heating and windows that open and those kind of luxuries. The rising damp's been a bit of a pain as well.

As always we welcome your feedback.

**Thanks for your continued support.  
Merry Christmas & Happy New year from all the IOTP staff.**