

A Plan for Light Support of the Launch ("I'll Do What I Can")

Key dates	What's happening?	How to promote:
Su, Aug 18 Mo, Aug 19 Tu, Aug 20 Wed, Aug 21	PLC 1 promo PLC 1 promo PLC 1 promo PLC 1 promo	Promote the free book (in the range of Aug 18-21)
Thu, Aug 22 Fri, Aug 23	Roadmap + Masterclass webinar promo Roadmap + Masterclass webinar promo	Promote the Roadmap and/or Masterclass (range of Aug 22-23)
Sat, Aug 24 Sun, Aug 25 Mon, Aug 26 Tue, Aug 27 Wed, Aug 28	Masterclass webinar promo Masterclass webinar promo Masterclass option 1 (1-4pm EST) promo Masterclass option 2 (11am-2pm EST) promo Masterclass option 3 (5-8pm EST) promo	Promote the Masterclass (range of Aug 24-28)
Thu, Aug 29 Fri, Aug 30 Sat, Aug 31 Su, Sep 1 Mo, Sep 2 Tue, Sep 3 Wed, Sep 4	Early Bird offer promo goes away Official cart open Offer promo - Free Going Pro webinar (session 1) Offer promo - Free Going Pro webinar (session 2) Offer promo Offer promo - Free Going Pro webinar (session 3) Cart close - Free Going Pro webinar (session 4)	