A Plan for Medium Support of the Launch ("I Will Show Up Well")

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)**	Cart open promo with your bonus - entire audience or just clickers Last call push to the offer - to clickers