

A Plan for Strong Support of the Launch ("I'm In It To Win It!")

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