Sample Launch Calendar: Remember – Launching is an ART not a SCIENCE. Use this as a GUIDE

February 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2 Email Promo 1 – To Whole List	3	4 Email Promo 2 – To Whole List	5	6
7	8	9 Email Promo 3 – To Whole List	10	11 Email Promo 4 – To Whole List	12	13
14	15	16 Do Live Webinar _____ Email Promo 5 – To Whole List _____ Reminder Emails to Reg Bucket (2-3) Post Webinar Email - to Attendees	17 Email about Encores 1& 2 To Whole List Email about Encores 1&2 to reg bucket	18 Do Encore 1 _____ Reminder Emails to Reg Bucket _____ Post Webinar Email to Attendees	19	20 Do Encore 2 _____ Reminder Emails to Reg Bucket _____ Post Webinar Email to Attendees

February 2016

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
21	**22** Email about Encore 3 to Reg list (last chance) Email about Encore 3 to Whole List (last chance)	**23** Do Encore 3 _____ Reminder Emails to Reg Bucket	**24** Email about offering – To Whole List	**25**	**26** Email about offering – To Whole List	**27**
28	**29** Email about Offering – To Whole List	**Notes:**				

March 2016

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Offer Ends Today/ Cart Close emails 1-3 emails to Whole List	**2**	**3**	**4**	**5**
6	**7**	**8**	**9**	**10**	**11**	**12**
13	**14**	**15**	**16**	**17**	**18**	**19**

March 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
20	21	22	23	24	25	26
27	28	29	30	31	Notes:	