

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

Key Dates	What's Happening?	Sending to:
Tue, March 12 Wed, March 13	PLC 1 promo PLC 1 promo	Everyone in your audience
Thu, March 14 Fri, March 15	Roadmap + Workshop promo Roadmap + Workshop promo	Everyone in your audience
Sat, March 16 Sun, March 17 Mon, March 18 Tue, March 19 Wed, March 20 Thu, March 21 Fri, March 22 Sat, March 23	3-day Workshop series promo 3-day Workshop series promo 3-day Workshop series promo 3-day Workshop series promo 3-day Workshop series promo 3-day Workshop series promo 3-day Workshop series promo 3-day Workshop series promo	Everyone in your audience Unopens of the previous email Everyone in your audience Unopens of the previous email
Sun, March 24 Mon, March 25 Tue, March 26	Cart Open Cart Open Cart Close	Everyone in your audience Clickers from Cart Open Email #1