

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

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