

## A Plan for Light Promotion of the Launch ("I'll do what I can!")

| Key Dates                                                                                                         | What's Happening?                                                                                                                                                                                                                  | How to promote:                                               |
|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| Tue, March 11<br>Wed, March 12<br>Thu, March 13                                                                   | PLC 1 promo<br>PLC 1 promo<br>PLC 1 promo                                                                                                                                                                                          | Promote the Guide (in the range of March 11-13)               |
| Fri, March 14<br>Sat, March 15                                                                                    | Roadmap + Masterclass webinar promo<br>Roadmap + Masterclass webinar promo                                                                                                                                                         | Promote the Roadmap and/or Masterclass (range of March 14-15) |
| Su, March 16<br>Mon, March 17<br>Tue, March 18<br>Wed, March 19<br>Thu, March 20<br>Fri, March 21                 | Masterclass webinar promo<br>Masterclass webinar promo<br>Masterclass webinar promo<br>Masterclass webinar 1 (3/19 1-4pm et) promo<br>Masterclass webinar 2 (3/20 5-8pm et) promo<br>Masterclass webinar 3 (3/21 11a-2pm et) promo | Promote the Masterclass (range of March 16-21)                |
| Fri, March 21<br>Sat, March 22<br>Sun, March 23<br>Mo, March 24<br>Tu, March 25<br>Wed, March 26<br>Thu, March 27 | Early bird offer goes away at midnight PT<br>Official cart open<br>Offer promo<br>Offer promo<br>Offer promo<br>Offer promo<br>Cart close                                                                                          |                                                               |