

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

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