



- Pick a day of the month as your “send” day
 - Chose the same day of the week – 1st Wednesday, last Monday or whatever feels right
- One week before your send date, start writing your message
- Decide on your “Offer” if you are including one
- Save and send a “Preview” to a few of your marketing advisors to proof
- Gather ideas in a folder all month for the next month
- Plan for the next 5 months so you’ll feel prepared

August	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31				
2010							

September	Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30		
2010							

October	Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
31							
2010							

November	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30				
	2010						

December	Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	
	2010						

Marketing Notes – Successes and Challenges		
August	September	October
November	December	2011

