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| **Month\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Theme\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Special event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  per month $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Month\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Theme\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Special event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  per month $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Month\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Theme\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Special event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  per month $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Month\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Theme\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Special event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  per month $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Month\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Theme\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Special event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  per month $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Month\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Theme\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Special event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  per month $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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**Editorial/Content Calendar & Sales Tracker**

Sales goal by \_\_\_\_/\_\_\_\_\_/\_\_\_\_ $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which means sales: per month $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ per week $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

iMarket like you mean it.

My Marketing and SALES **habits** become my results:

Daily:

15 minutes a day Facebook/Pinterest posting and commenting along my area of expertise/services

Returning inquiries/email/voicemail/follow up to networking people and meetings

Commenting in my A list of online groups/building relationships/serving others

Check in with VA keep sales numbers clear and marketing efforts clear each day

Weekly:

Blog entry with editorial calendar theme then use social media to leverage/promote it

Looking for speaking opportunities/confirming speaking opps/preparing for them

Networking with ideal clients at least 1 time a week (live)  
Checking in with my associations/memberships (meetings, online groups, chat, inquiries, building relationships)

Following up on PR efforts/positioning myself in my expertise  
Post pinterest pins about my topic, inspiration, theme they link to my blog/ebook/class etc

Schedule time to Write book, ebook

Make sure the weekly sales are hitting the target

Monthly:

Checking for PR opps in media

Writing Ezine to my community/database with editorial calendar theme

Writing guest articles for media/bloggers/websites

Tape videos around this month’s theme

Update website with new info/programs/offerings/edits etc. keep fresh  
Create a facebook ad for upcoming project

Incorporate upcoming project/launch \ here

Buy ads for upcoming event or book sale

2-4 times a year: Projects/launches/Retreats/Sales/Parties/workshops/events:  
ID the outcome you want first (if not, you’ll get stuck in creating things just to create them without big success)  
Create that event, special discount, launch, party, mixer, workshop, online blitz, holiday celebration  
You might want partners or alliances  
Make it newsworthy and go after media  
Build and leverage the momentum after event to create buzz, interest, capture data etc.   
This should SPIKE your marketing – put you on the radar of your target market



My Marketing ideas:

Daily:

Weekly:

Monthly:

2-4 times a year: Projects/launches/Retreats/PR opportunities/Workshops/events: (something that spikes your visibility)