










# Promotional Schedule

| S | M  | T  | W  | T   | F  | S  |
|---|--|--|--|---|--|--|
|   | <b>01</b><br><br>Free Content |  | <b>01</b><br><br>Free Content |   | <b>02</b><br><br>Email: Problem | <b>03</b><br><br>Email: Agitate |
|   | <b>04</b><br><br>Email: Solve | <b>05</b> <b>06</b> <b>07</b> <b>08</b>  |  |   |  |  |
|   |  | <br>Cart Open | <br>Close Discount            | <br>Close Bonuses | <br>Cart Close                  |  |

## 01. Free Content

Start building anticipation early by releasing free content early on. Educate your audience, and use open loops to keep them coming back for more.

## 02. Problem

Introduce “The Problem” and start laying the foundation of your entire promotion. Highlight pain points that will resonate with your audience.

## 03. Agitate

Further the story by further agitating the problem. Tell your audience about pitfalls they may experience, and find common ground with your readers.

## 04. Solve

Time to introduce the solution: your product. Key in on what your product can do, provide success stories, and tell everyone exactly how and when they can get your product.

## 05. Cart Open

The opening day of taking orders is a big one. Provide bonuses, and a coupon code to incentivize people to take action and buy.

## 06. Close Discount

Your sales will grow every time you “close” something. So take the opportunity to announce that your fast-action coupon codes will be closing down at a specific time on Day 2.

## 07. Close Bonuses

The day before you close, make a big deal about your bonuses closing down. The added scarcity is always good for getting people off the fence and making their decision.

## 08. Cart Close

The closing day will likely be your biggest sales day. Put a hard deadline on taking new orders, and stick to it! After this day, your product goes back into your private vault.