



JV Promo Calendar Checklist

Pre-Launch Content:

It is recommended to share each piece of pre-launch content twice per day on each social media channel plus one dedicated email and/or blog post.

10/28: E-book “Every Writer Needs a Tribe”

___ Email on 10/28 – 10/30

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram ___ Google Plus

11/3: PLC VIDEO 1 “Do You Know How to Build an Audience and Sell Yourself Without Selling Out?”

___ Email on 11/3 or 11/4

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram ___ Google Plus

11/6: PLC VIDEO 2 “The 5 Platform Personalities”

___ Email on 11/6 or 11/7

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram ___ Google Plus

11/9: PLC VIDEO 3 “The 3 Steps to Success”

___ Email on 11/9

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram ___ Google Plus

11/10: Live Webinar Announcement:

☐ Email on 11/10 about webinar

☐ Blog Post ☐ Podcast mention ☐ Periscope mention

☐ Facebook ☐ Twitter ☐ Pinterest ☐ LinkedIn ☐ Instagram ☐ Google Plus

11/11: Live Webinar Reminder:

☐ Email on 11/11 about webinar (reminder)

☐ Blog Post ☐ Podcast mention ☐ Periscope mention

☐ Facebook ☐ Twitter ☐ Pinterest ☐ LinkedIn ☐ Instagram ☐ Google Plus

11/11: Live Webinar #2 Reminder:

☐ Email on 11/11 at 4-6pm

☐ Blog Post ☐ Podcast mention ☐ Periscope mention

☐ Facebook ☐ Twitter ☐ Pinterest ☐ LinkedIn ☐ Instagram ☐ Google Plus

11/13: Cart Open

☐ Email on 11/13 about cart open

☐ Blog Post ☐ Podcast mention ☐ Periscope mention

☐ Facebook ☐ Twitter ☐ Pinterest ☐ LinkedIn ☐ Instagram ☐ Google Plus

Continue to share each day of the open cart

11/14: Limited Time Bonus Offer Opens

☐ Email on 11/14

☐ Blog Post ☐ Podcast mention ☐ Periscope mention

☐ Facebook ☐ Twitter ☐ Pinterest ☐ LinkedIn ☐ Instagram ☐ Google Plus

11/15: Limited Time Bonus Offer Ends

___ Email on 11/15

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram ___ Google Plus

11/16: TWO Live Q&A Webinars (More added if they fill up!) - Announcement

___ Email on 11/16

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram ___ Google Plus

11/17: TWO Live Q&A Reminder (More added if they fill up!) - Announcement

___ Email on 11/17

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram ___ Google Plus

11/18: Cart close tomorrow

___ Email on 11/18

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram ___ Google Plus

11/19: Close cart, midnight PT

___ Email #1 on 11/19 in the morning

___ Email #2 on 11/19 12-4pm ET

___ Email #3 on 11/19 between 7pm and 10pm ET

___ Blog Post ___ Podcast mention ___ Periscope mention

___ Facebook ___ Twitter ___ Pinterest ___ LinkedIn ___ Instagram ___ Google Plus