**Marketing Action Group Timeline**

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| **Month** | **Program Focus** |
| September | Game Plan, Core MessageBusiness ModelExecutive Summary |
| October | Honesty and PersuasivenessDevelop Presentation Narrative TemplateDevelop Slide Presentation |
| November | Compiling your Outreach ListOutreach – Network, Past Clients, 50 CoffeesDelivering Presentation (6 to 8 by end year)Pursuit of Happyness MovieMarketing Keys SummaryTelephone ScriptsSelling Conversations – Strategy SessionsWriting a Perfect Proposal |
| December |
| January | More Outreach/Presentations LinkedIn ProspectingGroup Presentations/WebinarsGetting booked for talks/interviews/podcastsDeveloping a giveaway |
| February |
| March | Continue OutreachList Building Keep-in-Touch Marking – Email Newsletter |
| April  | TBA |
| May | TBA |