**Marketing Action Group Timeline**

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| **Month** | **Program Focus** |
| September | Game Plan,  Core Message Business Model Executive Summary |
| October | Honesty and Persuasiveness  Develop Presentation Narrative Template Develop Slide Presentation |
| November | Compiling your Outreach List  Outreach – Network, Past Clients, 50 Coffees Delivering Presentation (6 to 8 by end year) Pursuit of Happyness Movie Marketing Keys Summary  Telephone Scripts Selling Conversations – Strategy Sessions Writing a Perfect Proposal |
| December |
| January | More Outreach/Presentations  LinkedIn Prospecting  Group Presentations/Webinars Getting booked for talks/interviews/podcasts  Developing a giveaway |
| February |
| March | Continue Outreach  List Building  Keep-in-Touch Marking – Email Newsletter |
| April | TBA |
| May | TBA |