

DAY 2 WORKSHEET

Your Holiday Marketing Campaign

1. Warm-Up Tease Posts

2. Launch Announcement Draft

3. Social Proof / Story Posts

4. Final 24-Hour Reminder

Daily Posting Plan

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| Day 1 | Tease |
| Day 2 | Announce |
| Day 3 | Why you created this |
| Day 4 | Teach 1 value |
| Day 5 | Vision / Social proof |
| Day 6 | FAQ |
| Day 7 | Final call |

Email Plan

- Tease
- Your Offer
- Story
- Reminder
- Last Call