

# Coaching Email Schedule 2012

	Sequence									Event	
Sequence	Auto-Responder	Email 2	Email 3	Webinar	Email 4	Email 5	Email 6	Email 7	Email 8		
Weeks Before Event	Auto	8	7	6	5	3	2	1 Week	1 Day		Post
Example Dates	Variable	Sep 14	Sep 21	Sep 28	Oct 5	Oct 12	Oct 19	Oct 29	Nov 2	<b>Nov 3</b>	Nov 4
Message	"Secrets"	"Cut & Paste"	Memorize This!	Webinar Training	"Right Ask"	"Social Media"	"Make it Personal"	"Count-down"	"Urgent"		"Not too late"
Segments	All	All	All	Beginners	All	All	All	All	All		All
	Promote with photo	Post link	Publicly thank a donor w/link	Why you're doing this	Publicly thank a donor w/link	What the funds "do"	Photo & link with ask	Mission-ask	Urgent ask with link		Here's how we did
	Announce with link	Link & photo	Link to story	Publicly thank a donor	Update training progress	What the funds "do"	Thank a donor w/link	Mission-ask	Photo & link		Photo & Link