

2018 Promotional Calendar

Use this template as a big picture planning tool that allows you to see all of your promotions at a glance. You can use sticky notes to add to each month, write in pencil or laminate and use white board markers. Be sure to listen to Episode 79 of our Path to Profit Podcast for additional information at www.PathtoProfitAcademy.com/Podcasts

Here's what to include in your promotional calendar:

- Any live events you are hosting in 2018
- Any promotions for sales, product or course launches or special offers
- Major Holidays
- Minor Holidays
- Fun Observances - like National Crayon Day on March 31

January	February	March
April	May	June
July	August	September
October	November	December

