ANNUAL CALENDAR

	A LIST DREAM CLIENTS	B LIST MASS MARKETING	C LIST HUMAN CONTACT	D LIST EXISTING CLIENTS	E LIST MISC
JANUARY	Conceptualize 4-part campaign	1/1 e-promo -- #k contacts + follow up with click-through report	Meet with 1 new person & 1 existing contact or client	Prepare exisitng client list & industry contacts	Create follow-up card & update website
FEBRUARY	Create materials	Printed promo to #k of contacts	Meet with 1 new person & 1 existing contact or client		Shoot
MARCH	Send first part of campaign	3/1 e-promo -- #k contacts + follow up with click-through report	Meet with 1 new person & 1 existing contact or client		
APRIL			Meet with 1 new person & 1 existing contact or client		Shoot
MAY		5/1 e-promo -- #k contacts + follow up with click-through report	Meet with 1 new person & 1 existing contact or client		
JUNE	Send second part of campaign		Meet with 1 new person & 1 existing contact or client		Update website
JULY		7/1 e-promo -- #k contacts + follow up with click-through report	Meet with 1 new person & 1 existing contact or client		
AUGUST		Printed promo to #k of contacts	Meet with 1 new person & 1 existing contact or client		Stock
SEPTEMBER	Send third part of campaign	9/1 e-promo -- #k contacts + follow up with click-through report	Meet with 1 new person & 1 existing contact or client		Gallery show
OCTOBER			Meet with 1 new person & 1 existing contact or client		
NOVEMBER		11/1 epromo -- #k contacts + follow up with click-through report	Meet with 1 new person & 1 existing contact or client	Update client list -- Plan holiday gifts	REVIEW 2008
DECEMBER	Send fourth part of campaign		Meet with 1 new person & 1 existing contact or client	Holiday gifts: $XXX	PLAN 2009

The dates that appear are estimated dates. Work with your database company to set the actual dates for mailings.