ANNUAL CALENDAR

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

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