



LIVE EVENT *guide*

1 WELCOME CALL
Friday 18th September,
12:30pm

We'll gather together, say hello and set some intentions for the season

2 SUCCESS RITUAL PREP
Last Tuesday of the month,
10:30am

This is a working session to get some admin done ahead of the ritual itself

3 SUCCESS RITUAL LIVE
1st Tuesday of the month,
10:30am

This is a reflection and planning session to get savvy about your business

4 MARKETING WORKSHOP
3rd or 4th Tuesday of the month, 10:30am

This is a working session to plan, write and schedule your marketing content

5 CLOSING CALL
Tuesday 19th January,
10:30am

We'll gather together to celebrate and reflect on the season

All calls are around 90 minutes, on Zoom. There's no obligation to be on camera, but it's always fun to see faces and connect! See the following pages for the full calendar - there are a few changes in December and January.

SEPTEMBER 2020

IMPORTANT DATES

Find the live call dates here, plus suggested email send dates

	T 1	W 2	TH 3	F 4
M 7 Story Arc 1: Email 1	T 8	W 9	TH 10	F 11
M 14 Story Arc 1: Email 2	T 15 Welcome Call: 12:30pm	W 16	TH 17	F 18
M 21 Story Arc 1: Email 3	T 22 Marketing Workshop: 10:30am	W 23	TH 24	F 25
M 28 Story Arc 2: Email 1	T 29 Monthly Ritual Prep: 10:30am	W 30		

SEND EMAIL

WORKSHOP

LIVE CALL

OCTOBER 2020

IMPORTANT DATES

Find the live call dates here, plus suggested email send dates

				TH	1	F	2		
M	5	T	6	W	7	TH	8	F	9
Story Arc 2: Email 2		Monthly Ritual: 10:30am							
M	12	T	13	W	14	TH	15	F	16
Story Arc 2: Email 3									
M	19	T	20	W	21	TH	22	F	23
Story Arc 2: Email 4		Marketing Workshop: 10:30am						Story Arc 2: Email 5	
M	26	T	27	W	28	TH	29	F	30
Story Arc 3: Email 1		Monthly Ritual Prep: 10:30am							

SEND EMAIL

WORKSHOP

LIVE CALL

NOVEMBER 2020

IMPORTANT DATES

Find the live call dates here, plus suggested email send dates

M 2 Story Arc 3: Email 2	T 3 Monthly Ritual: 10:30am	W 4	TH 5	F 6
M 9 Story Arc 3: Email 3	T 10	W 11	TH 12	F 13
M 16 Story Arc 3: Email 4	T 17 Marketing Workshop: 10:30am	W 18	TH 19	F 20
M 23 Story Arc 4: Email 1	T 24 Monthly Ritual Prep: 10:30am	W 25	TH 26	F 27 Story Arc 4: Email 2 Black Friday
M 30 Story Arc 4: Email 3				

SEND EMAIL

WORKSHOP

LIVE CALL

DECEMBER 2020

IMPORTANT DATES

Find the live call dates here, plus suggested email send dates

	T 1 Monthly Ritual: 10:30am	W 2	TH 3	F 4 Marketing Workshop: 12:30pm
M 7 Story Arc 5: Email 1	T 8	W 9	TH 10	F 11
M 14 Story Arc 5: Email 2	T 15	W 16	TH 17	F 18
M 21 Story Arc 5: Email 3	T 22 Merry Christmas Ritual: 10:30am	W 23	TH 24 Story Arc 5: Email 4	F 25 Christmas Day
M 28	T 29	W 30	TH 31	

SEND EMAIL

WORKSHOP

LIVE CALL

JANUARY 2021

IMPORTANT DATES

Find the live call dates here, plus suggested email send dates

							F 1 Story Arc 6: Email 1
M 4 Story Arc 6: Email 2	T 5 Monthly Ritual: 10:30am	W 6	TH 7	F 8 Marketing Workshop: 12:30pm			
M 11 Story Arc 6: Email 3	T 12	W 13	TH 14	F 15			
M 18 Story Arc 6: Email 4	T 19 Closing Call: 10:30am	W 20	TH 21	F 22			
M 25	T 26	W 27	TH 28	F 29			

SEND EMAIL

WORKSHOP

LIVE CALL