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*Helping You Realize the Potential of Your Passion*

**The  
Business  
Brainery**

### **Promotional Planning Worksheet**

Promotion \_\_\_\_\_

Offer \_\_\_\_\_

Date(s) of promotion \_\_\_\_\_

Advertising media to be used \_\_\_\_\_

Advertising budget \_\_\_\_\_

#### Promotion Schedule

Ad conception and layout \_\_\_\_\_

Ad copy to printer and newspaper \_\_\_\_\_

Pick-up direct mail from printer \_\_\_\_\_

Prepare pieces for internet/mailing, stuff and label \_\_\_\_\_

Internet/Social Media ad release \_\_\_\_\_

Direct mail goes out, other media begins \_\_\_\_\_

**(Promotions requiring appointments for sessions require two weeks lead time, others can be started a few days prior to the promotion.)**

#### Notes