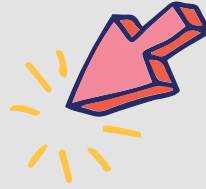




Action Plan


After you have your calendar dates set in your Content & Promo Calendar, here is the next step to the principles. Complete one for each action.



DAY:	TIME:
DATE:	
PLATFORM:	
CONTENT: TEXT, IMAGE, CALL TO ACTION	
 RESPONSIBLE PERSON:	
OUTCOME YOU WANT:	
RESULTS:	

DAY:	TIME:
DATE:	
PLATFORM:	
CONTENT: TEXT, IMAGE, CALL TO ACTION	
 RESPONSIBLE PERSON:	
OUTCOME YOU WANT:	
RESULTS:	

DAY:	TIME:
DATE:	
PLATFORM:	
CONTENT: TEXT, IMAGE, CALL TO ACTION	
 RESPONSIBLE PERSON:	
OUTCOME YOU WANT:	
RESULTS:	

DAY:	TIME:
DATE:	
PLATFORM:	
CONTENT: TEXT, IMAGE, CALL TO ACTION	
 RESPONSIBLE PERSON:	
OUTCOME YOU WANT:	
RESULTS:	

DAY:
DATE:

TIME:

PLATFORM:

CONTENT: TEXT, IMAGE, CALL TO ACTION

 **RESPONSIBLE PERSON:**
OUTCOME YOU WANT:
RESULTS:

DAY:
DATE:

TIME:

PLATFORM:

CONTENT: TEXT, IMAGE, CALL TO ACTION

 **RESPONSIBLE PERSON:**
OUTCOME YOU WANT:
RESULTS:

DAY:
DATE:

TIME:

PLATFORM:

CONTENT: TEXT, IMAGE, CALL TO ACTION

 **RESPONSIBLE PERSON:**
OUTCOME YOU WANT:
RESULTS:

DAY:
DATE:

TIME:

PLATFORM:


CONTENT: TEXT, IMAGE, CALL TO ACTION

 **RESPONSIBLE PERSON:**
OUTCOME YOU WANT:
RESULTS:

DAY:
DATE:

TIME:

PLATFORM:

CONTENT: TEXT, IMAGE, CALL TO ACTION 

 **RESPONSIBLE PERSON:**
OUTCOME YOU WANT:
RESULTS:

DAY:
DATE:

TIME:

PLATFORM:

CONTENT: TEXT, IMAGE, CALL TO ACTION


 **RESPONSIBLE PERSON:**
OUTCOME YOU WANT:
RESULTS:

DAY:
DATE:

TIME:

PLATFORM:

CONTENT: TEXT, IMAGE, CALL TO ACTION

 **RESPONSIBLE PERSON:**
OUTCOME YOU WANT:
RESULTS:

DAY:
DATE:

TIME:

PLATFORM:

CONTENT: TEXT, IMAGE, CALL TO ACTION


 **RESPONSIBLE PERSON:**
OUTCOME YOU WANT:
RESULTS:

DAY:
DATE:

TIME:

PLATFORM:

CONTENT: TEXT, IMAGE, CALL TO ACTION

 **RESPONSIBLE PERSON:**
OUTCOME YOU WANT:
RESULTS: