

NOVEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Content email to dis-engaged list (E)	3	4 Content email to engaged list (E)
5	6	7 Early access reminder - going fast (E)	8 Hype email to dis-engaged list (E)	9	10 Early access - Last chance (E)	11
12 Black Friday sale Hype email (E)	13 Black Friday Sale starts (E+S)	14 Black Friday sale reminder (E)	15 Black Friday sale reminder (E)	16	17 Black Friday sale reminder (E)	18
19 Black Friday sale reminder (E)	20	21 Black Friday sale reminder (E)	22	23 Plain Text Thanksgiving - thank you (E)	24 Black Friday (E+S)	25 Black Friday sale extended (E)
26 Black Friday Last chance (E)	27 Cyber Monday 1 (E+S) and Cyber Monday 2 (E)	28 Cyber Monday Sale extended (E)	29	30		

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Cyber Monday Last Chance (E)	2
3 Gift ideas (E)	4	5	6 Delivery cut-off date announcement (E+S)	7	8	9
10	11 Order before ____, x days left (E)	12 Order before ____, x days left (E)	13 Order before ____, x days left (E)	14 Last chance to order and get it delivered before christmas (E+S)	15	16
17	18 Last-minute shoppers, gift cards push (E)	19	20	21 Last-minute shoppers, gift cards push (E)	22	23
24 Christmas eve - plain text message from the founder (E)	25 Christmas Day (E)	26 Boxing Day (E)	27 New year resolutions email (E)	28	29 Early Start on New year resolutions email (E)	30
31 New year's eve (E)						