|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Campaign** | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JUL** | **AUG** | **SEP** | **OCT** | **NOV** | **DEC** |
| **Birthdays** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Holiday cards/events** | New Year | Valentine's Day | St. Patrick's Day | Easter/ Spring | Mother’s day | Father’s day | July 4th | Back To School | Labor Day | Halloween | Thanks-giving | Christmas/Hanukkah |
| **Service For Life*!*® Newsletter** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Direct Mail (Strategic Farming)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Manual Prospecting (flyers, door hangers, etc.)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Print Advertising**  **(News/Mags)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Online Advertising** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Radio/TV Advertising** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Networking**  **Meetings** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Speaking**  **Events** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Education**  **Workshops** |  |  |  |  |  |  |  |  |  |  |  |  |
| Calls to leads | Follow up | Follow up | Follow up | Follow up | Follow up | Follow up | Follow up | Follow up | Follow up | Follow up | Follow up | Follow up |