

## Courageous Hearts Editorial, Special Project and Promotional Calendar

(as of 2/26/2017)



Please enter these important dates into your personal and promotional schedule today. As part of the feminine collaborative model that Inspired Living Publishing (and all my brands) embrace it is imperative that all authors show up fully in their promotional efforts to support the success of the project.

This document is meant as an overview of important dates. As each project gets closer additional due dates and file requests will be sent.

### IMPORTANT DATES:

**March 1- March 17<sup>th</sup>** - {PROMOTIONAL} Reserve your placement as a partner in the Spring 2017 Inspired Living Giveaway **IF** you did not receive the placement as a single pay bonus. This is my annual list-building event that attracts up to 100 partners. (As a member of the ILP family you **save 25%** when you use this coupon code: **MT25OFF**. To reserve your placement go to [www.Linda-Joy.com/inspired-living-giveaway](http://www.Linda-Joy.com/inspired-living-giveaway) (Event dates are April 18-May 1<sup>st</sup>)

**March 1<sup>st</sup> – March 10<sup>th</sup>** – {EDITORIAL} Listen to the **Master Classes** and begin writing your *Courageous Hearts* story.

**April 4<sup>th</sup>** – {PROMOTIONAL} **NEW AUTHORS ONLY:** Your **270x125 ad banner** files are due as detailed in the document "[CRH Author File Checklist](#)" found in the CRH Author Resource Center.

**April 4<sup>th</sup>** – {PROMOTIONAL} Your free opt-in gift files are due as detailed in the document "[CRH Author File Checklist](#)" found in the CRH Author Resource Center (**A NOTE TO LINDA'S PRIVATE ONE YEAR CLIENTS and PREVIOUS ILP AUTHORS:** You DO NOT have to submit these files since we already have them.

**April 4<sup>th</sup>:** {PROMOTIONAL} **New ILP authors!** It's important that we get you and your wisdom up on the #AspireMag blog as soon as possible. Please submit your first 3 articles for consideration following the instructions in the document "[CRH Author File Checklist](#)" found in the CRH Author Resource Center

**Do you already have a presence on the #AspireMag blog?** It's important to submit fresh content to us every month to get the most exposure.

**April 10<sup>th</sup>** – {EDITORIAL} The first draft of your *Courageous Hearts* story is due to your editor by April 10<sup>th</sup> if you joined the project on or before March 1<sup>st</sup>. For detailed Submission Guidelines please refer to the

**April 18 – April 20<sup>th</sup>** – {PROMOTIONAL} Schedule your SOLO email to go out during this window to support the Inspired Living Giveaway launch, if you joined us as a partner. (Separate details will be sent.)

**April 18-May 1<sup>st</sup>** – {PROMOTIONAL} Inspired Living Giveaway event is underway. If you joined us as a partner this is the social media promo window.

**April 24<sup>th</sup>** - {EDITORIAL} The first draft of your Courageous Hearts story is due to your editor by April 24<sup>th</sup>, if you joined the project **after** March 1<sup>st</sup>.

**April 10<sup>th</sup>- July 14<sup>th</sup>** {EDITING PROCESS} Please make yourself available during this time to work with Bryna and Debby on the edits and revisions of your story. Plan on turning around your story edits within 5 days once you receive them from your assigned editor. (Due to the number of authors it could take up to two weeks for our editors to send you the first round of revisions to your story)

**July 14<sup>th</sup>** - {EDITORIAL} All of the author's need to have signed off on their final stories in order to maintain our production, print and launch schedule.

**July and August** – {EDITORIAL} During this time the manuscript is in proofreading and layout! Woo Hoo!

**Mid-October** - Authors will receive their shipment of 50 copies of *Courageous Hearts*. The exact date will be given later in the process.

**October 24<sup>th</sup> – WOO HOO! AMAZON BESTSELLER CAMPAIGN!!**

Please reserve this date in your promotional calendar. All authors must send a **SOLO email** in support of **CRH BESTSELLER CAMPAIGN** and support the launch with **ROBUST social media support**. Together we will bring the stories and wisdom of CRH to women around the world and to the top of the bestseller lists.

**October 24-26<sup>th</sup>** - {PROMOTION} Please reserve space in your ezine for a **CRH ezine mention** and plan on heavy social media support of the book. It's important to keep the book on the charts and reach all our goals.

**Early November** – {PROMOTION} All authors will receive post-launch files that include gorgeous book signing posters, press releases, all graphics and text to create a Courageous Hearts sales page on your own site, if desired and much more.