

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Reduce Your Stress:Create a Countdown Marketing Calendar

By Catherine Franz

Reduce Your Stress: Create a Countdown Marketing Calendar by Catherine Franz

Just like there are reverse dictionaries, there is a reason to create a count down calendar. A count down calendar starts with Franklin Covey's philosophy, "start with the end in mind." The biggest advantage to a county-down calendar is that it makes you think and focus harder as well as makes the planning easier.

First, you write down the exact results you want or expect. Let's say you have a teleclass, seminar, speaking engagement you are delivering on X date. This becomes your D-day -- sort of speaking. It may be end of the event planning, however, it can also be the beginning of your follow-up plan. For simplicity sake, let us stop at the D-day point.

Now you can prepare a count down calendar in several ways. One way would be to use a calendar with the days of the month filled in. You mark down the D-day and then you back track from there to today.

Count down the days until _____. Number of marketing days to go until _____.
Example: Count down days until seminar. 20 marketing days to go until seminar.

Any doesn't matter which calendar method you use, you will need to write down your measurements or your mini-results that will deliver the end results you want. I use the pivoting question, "What is it going to take to..." to get my thinking moving in the right direction. I like to think through and write these on the back of my calendars. This gives me a bird's eye view for that particular commitment that my software does not provide.

Another way would be to use a blank form like this with the appropriate number of days in between. Then cross out the days that you will do any marketing - say Sundays or days filled with other requirements. For my teleclass programs, my D-day back to Day 1 is always 3 weeks, so I have created a regular calendar for these. In fact, I use green color paper to print out the calendar.

If you don't want to create your own, visit your local office supply store, they have countdown calendars

available for purchase (blank planning books).

A third way to complete a countdown calendar would be to complete it in a linear form.

Day 21—Speaking event results I desire...describe those results.

Day 20—Get handouts printed at Kinko's.

Day 19—Write and send out reminder email to organizer.

To Day 1 - Today.

Again, if you have a reoccurring countdown, like teleclasses, you can create a linear countdown calendar like the one above. Eventually you will see a consistent pattern of to-dos. At that point, don't stop doing this with the thinking you have it down pat and you don't need to. This will jump up and bite you in the assets fairly quickly by bogging down your mind and making you wonder if you are missing something. If that occurs, jump back into the habit, it is a great one to have. Even if it is frustrating because it takes thinking time.

Once you have your count down calendar completed then you can enter it into your automatic reminder calendar, like Outlook or Act. This will track all your deadlines, goals, and projects. You will have a separate count down calendar for each one.

Christmas Countdown

By Shannon Jarvies

Christmas Countdown by Shannon Jarvies

The holidays bring back such wonderful memories for me. But it's not the gifts I received that I remember so much, as the feelings of anticipation and excitement I felt waiting for the glorious day to arrive. Back then, I thought the presents under the tree is what made Christmas so magical. Now I know otherwise.

As I think about this, I want to teach my children to understand and recognize the true spirit of Christmas. I know they feel just as I did as a child and I want to make sure they realize that if those feelings of anticipation and wonderment are wrapped with love and service, they will have a magical Christmas every year.

This year I've decided to make a Christmas Countdown calendar. Any calendar will do: one that you are already using or a printed or hand-made December calendar. Anything that you can hang on your wall or

even set on your Christmas tree will work.

I'm going to write fun ideas or scripture verses on each slip of paper and stick it to the calendar. Each night after dinner, I will have one of them choose the slip of paper for the day and read what is on it. Then we as a family will do the suggested activity. Here are a few ideas:

*Write a kind note for someone in your family and hide it for him or her to find it.

*Show your love for a brother, sister or friend by helping him or her in some way.

*Show your parents you love them by helping without being asked.

*Sing Christmas songs with your family.

*Write in your journal about how you feel about your family.

*Work with your family to do something nice for a neighbor.

*Ask your parents or grandparents to tell you about Christmases when they were young.

*Write a note or draw a picture to thank someone who has helped you.

*Make a list of blessings that make you happy and hang it in your bedroom.

*Make Christmas cookies and goodies.

*Deliver the goodies you made to friends, neighbors and elderly. If you want to make it really fun, deliver them anonymously as a "secret Santa."

*Go caroling with your family.

These are just a few ideas that can be used. You will probably come up with more. Think of as many as you can and start your Christmas countdown according to the number of ideas you have (if you have ten ideas, start eleven days before Christmas). Try to save a special activity for Christmas Eve if you don't already have a traditional Christmas Eve activity planned.

Remember, the idea is to spend time as a family and teach your children the true spirit of Christmas.

Shannon Jarvies is a WAHM with four beautiful kids and a great husband. She is also "webmom" to a site that brings moms together to learn, laugh and enjoy! Visit now at <http://www.amomsjoy.com>. PLUS she has finally discovered the secret to supplementing her husband's income while staying at home with her kids. Find out how you can too at <http://www.talkfreeamericainc.com/forprofit> and contact her at kjarvies@amigo.net



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**