



MONTH 1

WEEK 1

- Introduce series
- Preview 7 Key Ideas

WEEK 2

- Explore 1st Key Idea

WEEK 3

- Explore 2nd Key Idea

WEEK 4

- Explore 3rd Key Idea

WEEK 5

- Explore 4th Key Idea

WEEK 6

- Explore 5th Key Idea

WEEK 7

- Explore 6th Key Idea

WEEK 8

- Explore 7th Key Idea

WEEK 9

- Series conclusion or summary
- Option #1: Promote free event or list-building offer
- Option #2 Promote \$\$\$ book, ebook, e-course, or video training

MONTH 2