

LAUNCH CALENDAR

WEEK ONE

- Print off this launch calendar and pin one copy in an easy to view spot, circulate more to all relevant team members.
- Download waiting room poster and leaflet artwork and print off as many copies as you think you'll need.
- Put up posters in waiting room and consult rooms.
- Put leaflets tidily by reception desk and attach a leaflet to each printed receipt that you generate through Merlin.
- Download the first 2 Facebook post artworks & post texts, Login to the admin section on your Facebook business page to schedule the 2 posts, on Tuesday & Thursday for the first week.

WEEK TWO

- Download the second 2 Facebook post artworks and accompanying post texts, login to the admin section on your Facebook business page to schedule the 2 posts, possibly for tuesday and thursday morning of the second week.

WEEK FIVE

- After one month, repeat schedule the first 2 Facebook posts to go out on Tuesday and Thursday morning of week five.
- If you have a practice email newsletter you can add one of the Facebook artworks and text as a news story to your electronic newsletter each month for the next 4 months.
- Likewise you can also add a post as a monthly blog post/story to your website news page.

WEEK SIX

- Repeat schedule the second 2 Facebook posts to go out on the Tuesday & Thursday of week six.