MASTER TIMELINE OF PROMOTIONS: FILLING YOUR HIGH-TICKET EVENT

Promotions are most effective when layered. Each phase builds on the last, conditioning your audience to expect deadlines, bonuses, and consequences for waiting. Below is a sample timeline working backward from your event date.

Beyond 60 Days Out (Momentum & Early Wins)

- **Launch Registration:** As soon as your event page is live, announce tickets are open.
- **Special Offers:** Roll out unique early promotions (e.g., BOGO, guest tickets, bonus day add-ons).
- **Partner Outreach:** Start leveraging sponsors/partners for e-blasts or co-branded promotions.
- **Outbound Calls:** Team reaches out to your warmest audiences first (past members, past attendees, past buyers). Calls framed as **personal invitations**, not sales calls.
- **Direct Mail:** Send lumpy mailings or first postcards to warm audiences.
- **Goal:** Build early momentum + social proof ("Seats already filling fast!").

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60 Days Out – Super Early-Bird Promotion (Lowest Price + Bonus Stack)

- **One-Week Reminder (67 Days Out):** Announce super early-bird deadline approaching in 7 days.
- **Daily Email Sequence (60–56 Days Out):** Send weekday reminders highlighting:

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    - **Savings angle** (lowest price ever)
    - **Bonus angle** (stack expires)
    - **Proof angle** (testimonials, past wins)
    - **Objection angle** (ease of travel, value vs. cost)
    - **Final push** (multiple sends Friday: AM, PM, last-chance midnight).
- **Text Reminders:** SMS messages on final day of promotion.
- **Outbound Calls:** Personal touches to high-priority prospects.
- **Goal:** Condition your audience that deadlines matter and generate the **first wave of serious registrations.**

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30 Days Out – Early-Bird Promotion (Next Price Tier + Reduced Bonus Stack)

- **One-Week Reminder (37 Days Out):** Announce early-bird deadline in 7 days.
- **Daily Email Sequence (30–26 Days Out):** Week of the deadline, send daily emails. Rotate focus between savings, bonuses, proof, and objections.
- **Deadline Day (Friday):**
    - Morning reminder
    - Evening "6 hours left"
    - Midnight last-chance email
- **Postcards:** Send two-step postcard mailing (4 weeks before deadline, then 3 weeks before).
- **Text Reminders:** Send SMS on deadline day.
- **Webinars:** Host 1–2 live webinars leading into early-bird cutoff as added urgency.
- **Goal:** Drive the **second major wave of registrations** from people who procrastinated through super early-bird.

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14 Days Out – Regular Rate Promotion (Final Deadline)

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- **Daily Reminders:** Send last-chance emails every weekday, emphasizing "time is running out."
- **Deadline Friday:** Triple-touch day:
    - Morning reminder
    - Evening nudge
    - Midnight last-chance email
- **Outbound Calls:** Final calls to warm prospects who've expressed interest but not yet registered.
- **SMS Campaign:** Deadline-day reminders for maximum cut-through.
- **Social Media Push:** Lives, posts, and countdown graphics to create buzz.
- **Goal:** Capture the **last flood of registrations** from procrastinators who only act at the final cutoff.

The Flow in Action

1. **Beyond 60 Days**: Build momentum → personal invitations + early wins.
2. **Super Early-Bird**: Drive urgency → lowest price + full bonus stack.
3. **Early-Bird**: Reinforce urgency → higher price + reduced bonus stack.
4. **Regular Rate**: Final push → last chance to attend at any price.

Each phase builds anticipation, creates urgency, and reconditions your audience to expect that **waiting always costs them.**

Pro Tip for Readers: Map these promotions onto your calendar in reverse from your event date. If your event is October 15th, your regular-rate promotion begins October 1st, early-bird begins September 15th, super early-bird begins August 15th, and your beyond-60-days-out efforts should already be underway in July.

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Sample Promotional Calendar

Beyond 60 Days (Early Momentum)

Goal: Build early wins + social proof

Week 1 (registration launch)

- **Email (Mon):** "Registration is now open be among the first to claim your seat."
- **Email (Thu):** "Here's why past attendees said YES immediately."
- **Phone Calls (Fri):** Warm audience only (past members/attendees) → "Wanted you to be first to know."

Week 2

- **Direct Mail (Tue):** Lumpy mailing (toy airplane, luggage tag, or relevant prop).
- **Email (Fri):** "Early buyers already saving their seats, will you be in the room?"

Super Early-Bird Week (Deadline = Friday at Midnight, 60 Days Out)

Goal: First wave of registrations + train audience that deadlines matter

67 Days Out (Friday prior):

- **Email:** "One week left for lowest price + bonus stack."
- **SMS:** "Super Early-Bird ends in 7 days. Lowest rate + bonuses → [link]."
- **Direct Mail (Mailed This Week):** Postcard reminder → arrives Mon/Tue of deadline week.

60–56 Days Out (Mon–Fri, week of deadline):

- **Daily Emails:** Rotate savings, bonuses, proof, objections.
- **Fri (Deadline Day):** Triple-touch emails (AM, PM, midnight).
- **SMS (Noon & 10 PM).**
- **Calls:** To top prospects.

Early-Bird Week (Deadline = Friday at Midnight, 30 Days Out)

Goal: Second major registration wave

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37 Days Out (Friday prior):

- **Email:** "Early-Bird pricing expires in 7 days. Bonuses drop, price goes up."
- **SMS:** "Your last week for Early-Bird savings → [link]."
- **Direct Mail (Mailed This Week):** Postcard #1 → arrives Mon/Tue of early-bird week.

30–26 Days Out (Mon–Fri, week of deadline):

- **Daily Emails:** Rotate messaging.
- **Wed/Thu:** Host preview webinar.
- **Fri (Deadline Day):** Triple-touch emails + SMS + outbound calls.
- **Direct Mail (Mailed Previous Fri):** Postcard #2 → lands during deadline week (2nd hit).

Regular Rate Week (Deadline = Friday at Midnight, 14 Days Out)

Goal: Final flood of procrastinators

All Week (Mon–Thu):

- **Daily Emails:** Community, content, FOMO, objections.
- **SMS (Wed):** "Reminder: Registration closes Friday. After that, doors shut."
- **Direct Mail (Mailed Prior Week):** Final "last chance" postcard → arrives Mon/Tue of regular rate week.

Final Friday (Deadline Day):

- **Emails:** AM, PM, Midnight.
- **SMS:** Noon + 10 PM.
- **Calls:** Final warm prospect calls ("We'd love to see you in the room. Want me to secure your seat now?").
- **Social Media Push:** FB Live countdown + urgency graphics.

Direct Mail Integration Rules

1. **Mail Early.** Always drop mail a week before you want it to land.

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2. **Align with Deadlines.** Postcards/lumpy mail should arrive in the *week of a deadline* (Super EB, Early-Bird, Regular).
3. **Reinforce Emails.** Direct mail is a second hit to the same audience, it makes the digital reminders harder to ignore.

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