

**Marketing Action Club**  
**Marketing Focus Calendar**

<u>January 2009</u> <span style="float:right">code</span>	<u>February</u> <span style="float:right">code</span>	<u>March</u> <span style="float:right">code</span>
<u>April</u> <span style="float:right">code</span>	<u>May</u> <span style="float:right">code</span>	<u>June</u> <span style="float:right">code</span>
<u>July</u> <span style="float:right">code</span>	<u>August</u> <span style="float:right">code</span>	<u>September</u> <span style="float:right">code</span>
<u>October</u> <span style="float:right">code</span>	<u>November</u> <span style="float:right">code</span>	<u>December</u> <span style="float:right">code</span>

**N** = Network activities (internal/external)  
**S** = Stay-in-Touch w/clients & prospects

**D** = Direct Outreach  
**CI** = Establish Pts./Ctrs. of Influence

**B** = Build Word-of-Mouth  
**J** = Virtual Joint Venture arrangements