FISAGENCY

End-of-year marketing checklist

Brand: _____

Owner: _____

Each block matches a play on End-of-year marketing. Fill it once, then rerun every Monday through December.

Q4 sentence and Monday log PLAY 1

- ☐ By Dec 31, we will have: _____
- ☐ Kill list (names only):
- ☐ Weekly slots blocked (days/times):
- ☐ Last Monday: did last week move the sentence? Yes / No

Kill list project pause PLAY 2

- ☐ We paused this project until Q1:
- ☐ We sent our one-line stop message:
- ☐ We reclaimed this weekly slot for:

Stuck pipeline count PLAY 3

- ☐ Our active deals:
- ☐ Our deals stuck (no touch in 14 days):
- ☐ We wrote dated next steps for:
- ☐ We closed as lost this week:

One content format PLAY 4

- ☐ Our format we ship Oct through Dec:
- ☐ Our cadence (day + frequency):
- ☐ Our proof theme we repeat:
- ☐ Our stop list (three formats we will not start):

Offer sentence PLAY 5

- ☐ For [who], we [outcome] in [timeframe] without [fear]:
- ☐ We pasted it on deck, proposal, outbound, and live page: Yes / No

Meeting cut PLAY 6

- ☐ We removed or halved this recurring meeting:
- ☐ Our async update template (where + when):
- ☐ Hours we returned to selling or proof:

Monday number PLAY 7

- ☐ Our primary metric:
- ☐ Our guardrail 1 (quality):
- ☐ Our guardrail 2 (cost or time):
- ☐ This week: primary ___ | G1 ___ | G2 ___ | helped our sentence? Yes / No