

January reset marketing checklist for Wellness

Brand: _____

Owner: _____

Print it or download the PDF. Each block matches one of the 4 plays shown for Wellness on January reset marketing checklist (of 6 on the hub).

One January job PLAY 1

- ☐ Our one January job (named January program start or gift-voucher redemption into places):
- ☐ Our public proof URL (program schedule or voucher page):
- ☐ Our terms in one line (dates, eligibility, public price):
- ☐ We picked only one job for January: Yes / Still debating

Veganuary for first-timers PLAY 2

- ☐ Our Veganuary-friendly entry class or session at public price:
- ☐ Our class menu or session outline URL:
- ☐ We checked brand-use terms before using the Veganuary name or logo in ads: Pass / Fix
- ☐ Our offer avoids invented Veganuary stats or partnership claims: Pass / Fix

Gift-card redemption PLAY 3

- ☐ Our redemption prompt (email, SMS, or on-site):
- ☐ Our expiry and balance terms stated plainly (rules vary by market):
- ☐ Our booking or checkout path after redemption:
- ☐ We steer voucher redemption into named program places: Pass / Fix

Wellness without outcome claims PLAY 4

- ☐ Our January program name and start dates on the page:
- ☐ We describe our program schedule and inclusions, not results:
- ☐ Banned lines removed (detox, weight loss, cleanse): Pass / Fix
- ☐ Support macros match the public page: Pass / Fix

Our Wellness angle

- ☐ We publish named January program start dates with no outcome claims.
- ☐ We redeem gift vouchers into program places.