

2021

BUSINESS PLANNING CALENDAR

1st Quarter

	JANUARY	FEBRUARY	MARCH
Reason to Call			
Pop-By Gift Idea			
Video Email Message			
Client Party Date/Theme			
Business Mixer Date			
B2B Endorsement Item of Value			
Additional Marketing			
Events/Training			
Time Off/ Vacations			

2nd Quarter

	APRIL	MAY	JUNE
Reason to Call			
Pop-By Gift Idea			
Video Email Message			
Client Party Date/Theme			
Business Mixer Date			
B2B Endorsement (IOV)			
Additional Marketing			
Events/Training			
Time Off/Vacations			

3rd Quarter

	JULY	AUGUST	SEPTEMBER
Reason to Call			
Pop-By Gift Idea			
Video Email Message			
Client Party Date/Theme			
Business Mixer Date			
B2B Endorsement (IOV)			
Additional Marketing			
Events/Training			
Time Off/Vacations			

4th Quarter

	OCTOBER	NOVEMBER	DECEMBER
Reason to Call			
Pop-By Gift Idea			
Video Email Message			
Client Party Date/Theme			
Business Mixer Date			
B2B Endorsement (IOV)			
Additional Marketing			
Events/Training			
Time Off/Vacations			

Be sure to plug these activities into your calendar: 1) Attend One Buffini & Company Master Class. 2) Host One Business Mixer Once a Quarter. 3) Host Client Appreciation Party Twice a Year.