12-week calendar — 18 milestones

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Every milestone at its preparation date · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The 18 milestones are not a generic calendar:** they cross the key dates of the trade, the house's own commercial diary and its sales peaks recorded at the till over 24 months.

The four milestones that need three weeks of preparation

Milestone	Preparation date	What justifies it	What is already written
End-of-year gift boxes	**3 weeks before**	**61 % of corporate orders came in before 25 November last year — the first post went out on 2 December**	3 drafts, “tip” and “announcement” templates
Halloween	10 days before	Production has to be settled before the communication	2 drafts
Black Friday	3 weeks before	**Implies a pricing decision — an owner's call, not a post written the night before**	1 draft, price left blank

Milestone	Preparation date	What justifies it	What is already written
Saint Nicholas' Day	2 weeks before	**Strong in only one of the three shops**	1 targeted draft, not three generic ones

> **A milestone is moved back to its preparation date, never to its event date.** That is the one rule separating a useful calendar from a decorative one — and it is the one a shared diary never carries.

The 18 milestones, by origin

Origin	Number	Examples
Key dates of the trade	8	Twelfth Night, Candlemas, Easter, Mother's Day
The house's commercial pushes	**6**	**Taken from your diary, not from a public calendar**
Sales peaks recorded at the till	4	Back to school, May bank holidays, eve of public holidays

What the calendar wins back first

Finding	Value	Reading
Posts planned per month	12	—
Posts actually published	**7**	—
Nature of the 5 missing	**Almost all key-date posts**	**They are the ones that sell — and they are what the calendar wins back first**

Milestones to add, specific to the house: _____

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