



What to NEVER Delegate

1

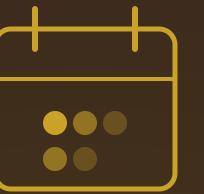
Your personal voice in
your emails & community

2

Strategic decisions about
content direction

3

The relationship with
your audience

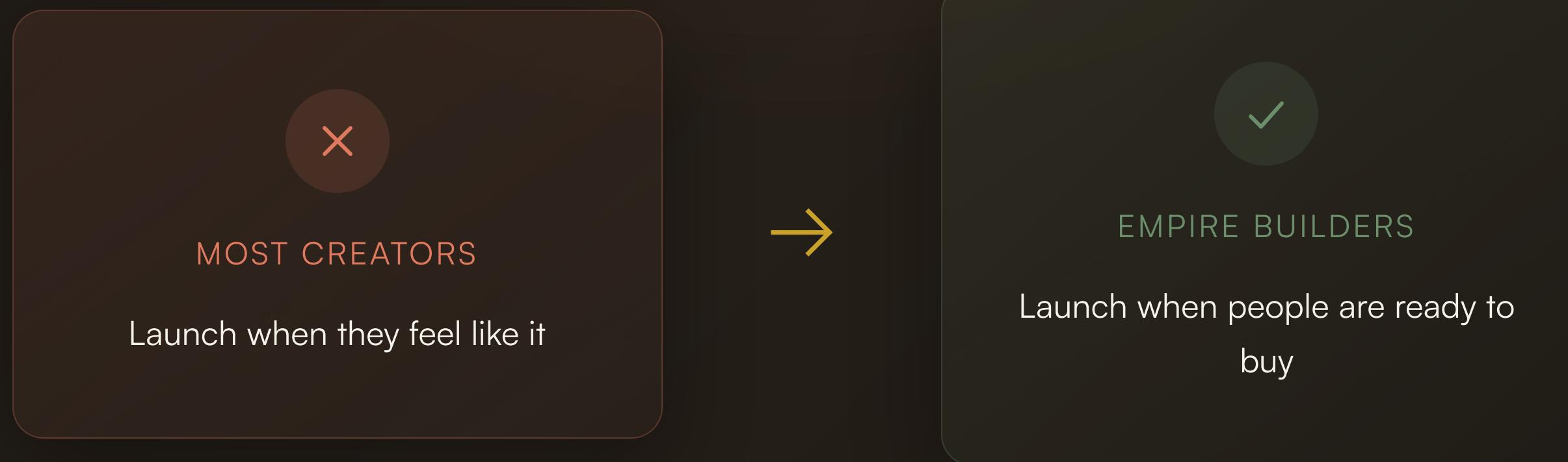


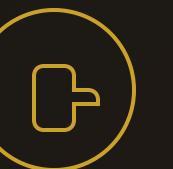
STRATEGIC PLANNING

The Seasonal Calendar

Planning your content around natural buying cycles

The Timing Problem





The Rule of Thumb

For maximum conversion:

4

major promotional pushes per year

(aligned with natural buying cycles)

The Seasonal Calendar

Q 1

January

"New Year, New Me"
Fresh start energy

HIGH INTENT

Q 2

April/May

Spring refresh
Pre-summer prep

MODERATE INTENT

Q 3

September

"Back to Business"
Post-summer focus

HIGH INTENT

Q 4

Nov/Dec

Black Friday/Cyber Monday
Year-end deals

PEAK BUYING

Align your launches with when people are already in buying mode

Evergreen vs Seasonal Balance

⟳ Evergreen

Content that works year-round

- Welcome sequences
- Nurture content
- Educational emails
- Automated funnels

RUNS CONTINUOUSLY



☆ Seasonal

Strategic promotional pushes

- Product launches
- Flash sales
- Limited-time offers
- Special promotions

4X PER YEAR



BRINGING IT ALL TOGETHER

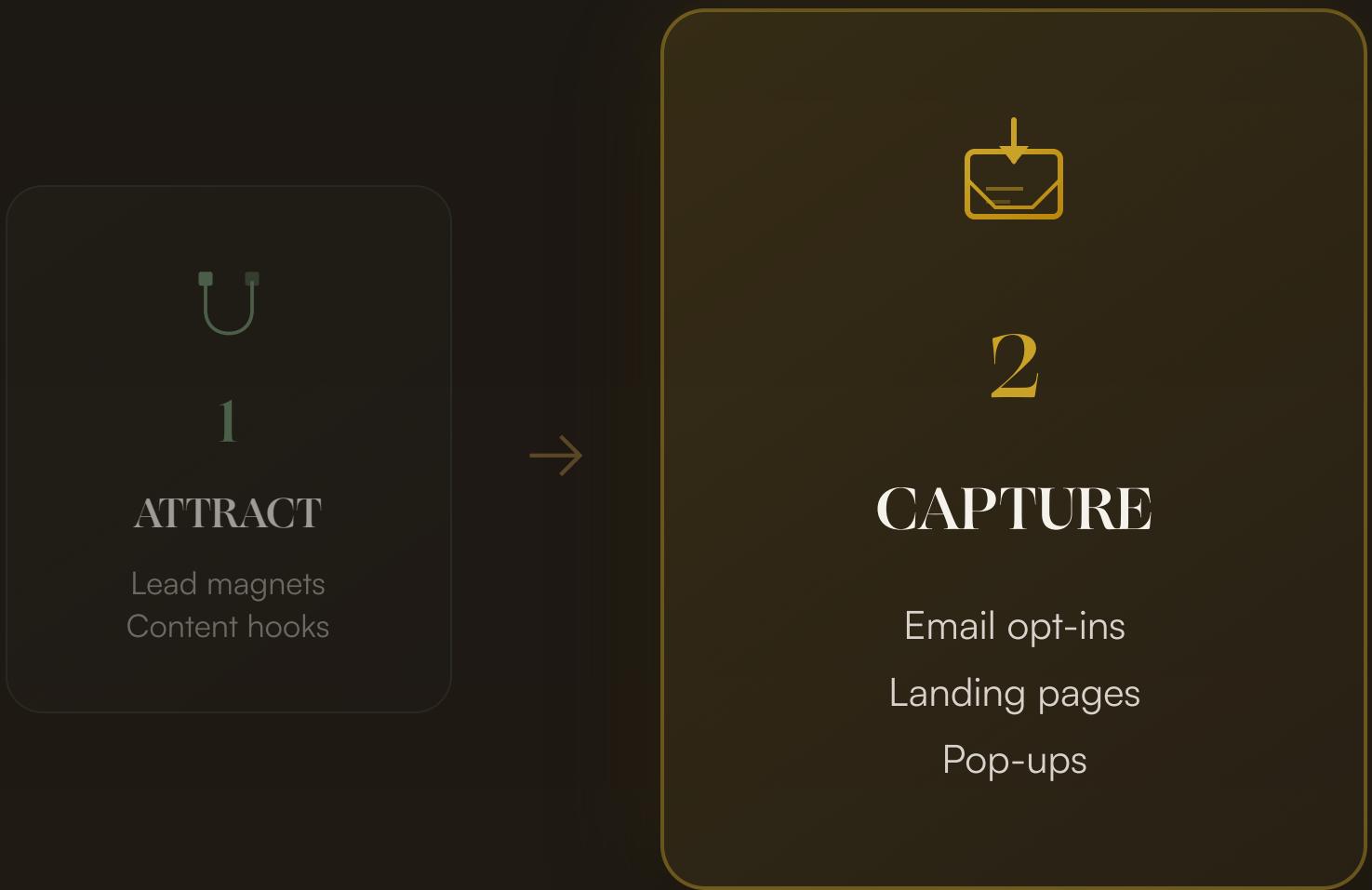
The Complete System

Your Empire System roadmap in one view

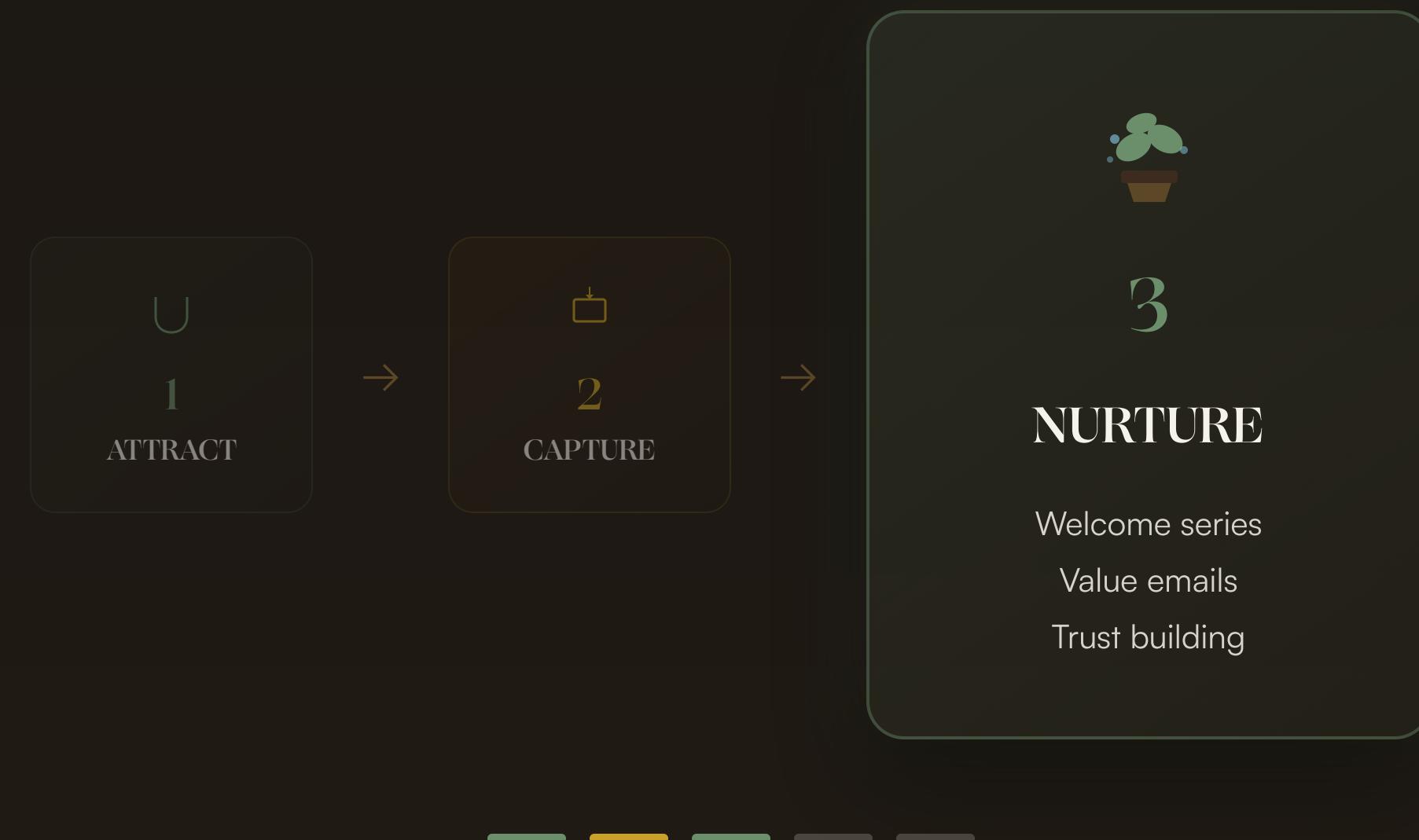
The Empire System → Complete Roadmap



The Empire System → Complete Roadmap



The Empire System → Complete Roadmap

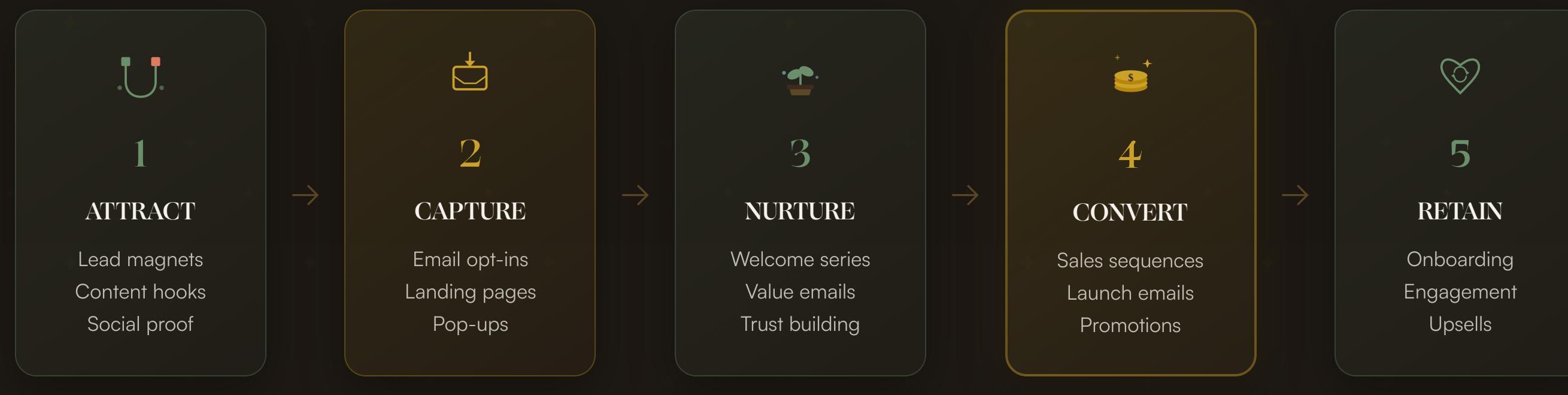


The Empire System → Complete Roadmap



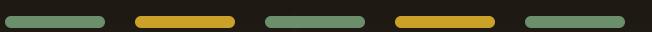
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The Empire System → Complete Roadmap



● Evergreen (Always Running)

● Seasonal (4x per year)



Continuous Improvement Cycle

Embrace the "*Boring*"

"The most successful businesses aren't the flashiest ones— they're the ones that keep showing up with consistent, valuable communication."



Flashy & Random

VS



Consistent & Valuable

The Compound Math of Consistency

$$2 \times 52 = 104$$

emails/week

weeks

104

touchpoints/year

While your competitors send...

12

monthly newsletters

24

bi-weekly emails

More touchpoints = More trust = More sales



COMING UP NEXT

Let's Put This Into Action

Now that you understand the complete Empire System, it's time to implement it in your business

Step-by-Step

Implementation Guide

Templates

Ready to Use

Q&A

Your Questions