



# What to NEVER Delegate

1

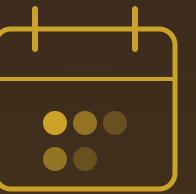
Your personal voice in  
your emails & community

2

Strategic decisions about  
content direction

3

The relationship with  
your audience

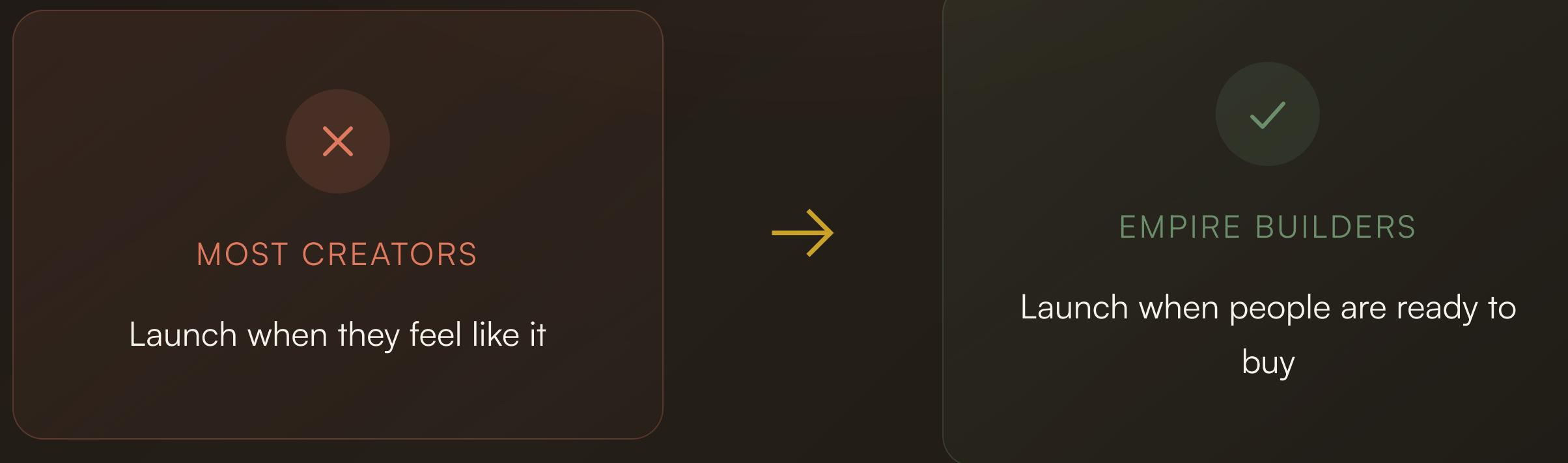


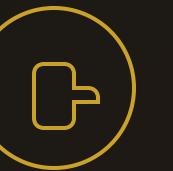
STRATEGIC PLANNING

# 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

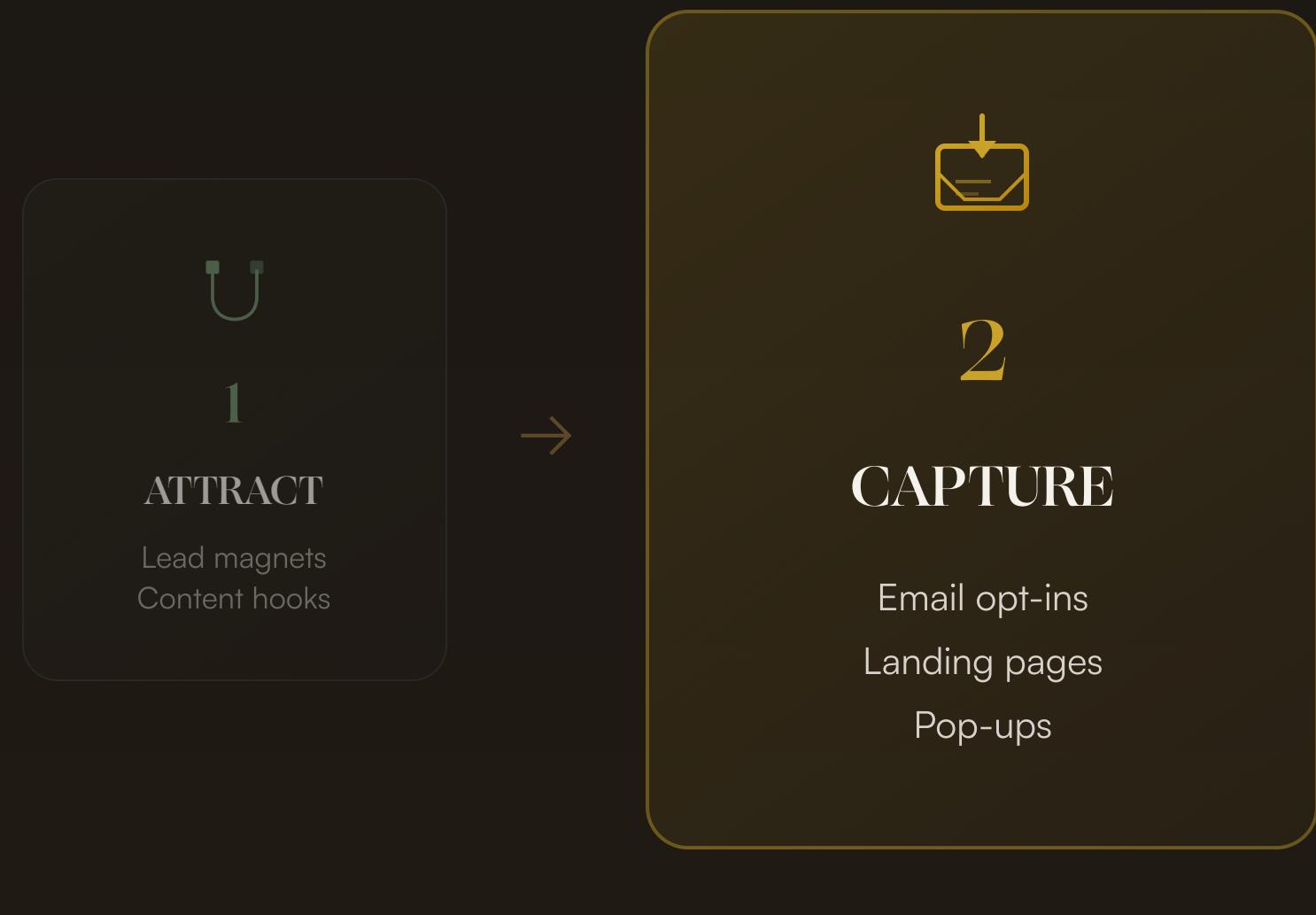
# The Complete System

Your Empire System roadmap in one view

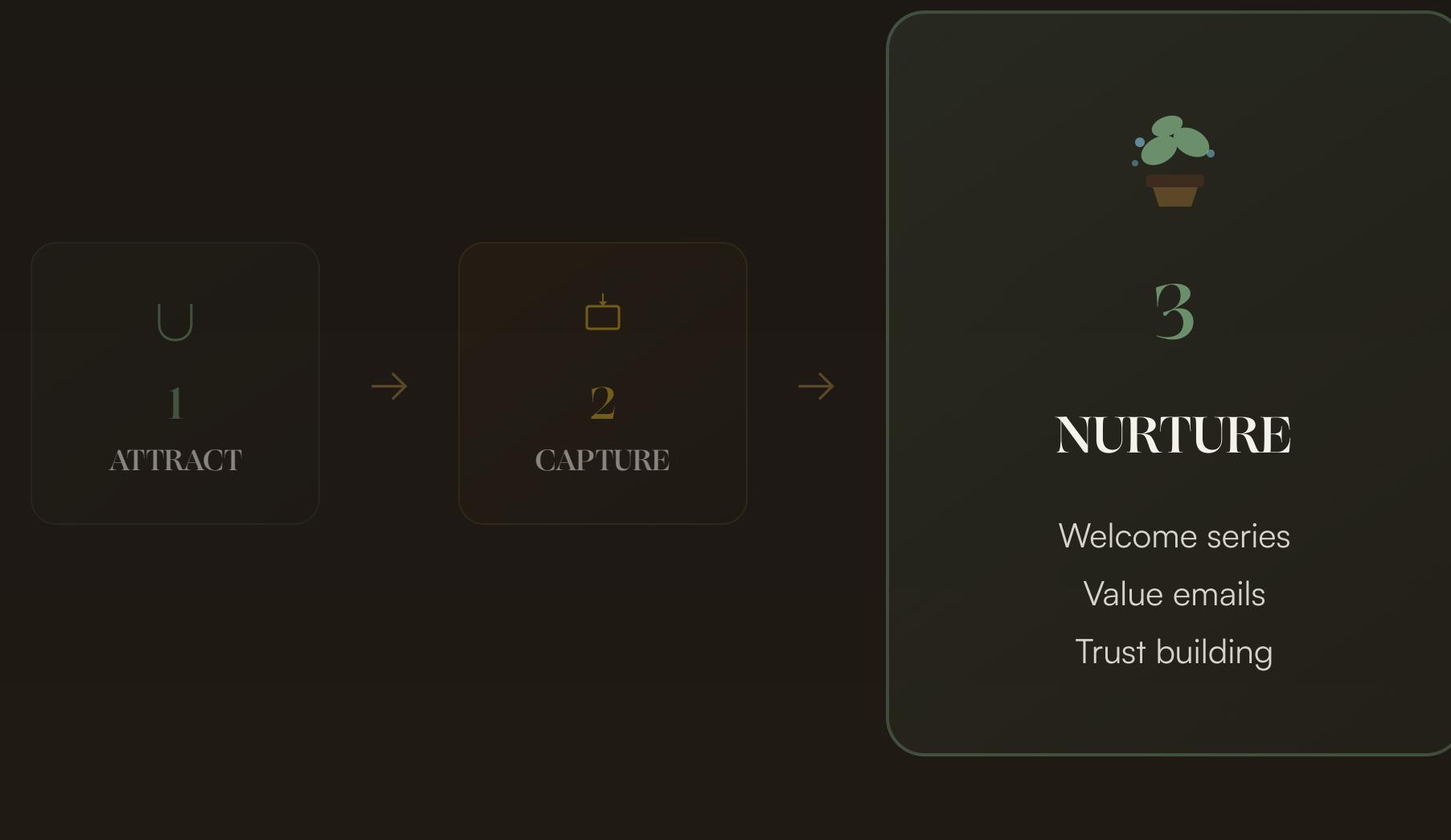
# The Empire System → Complete Roadmap



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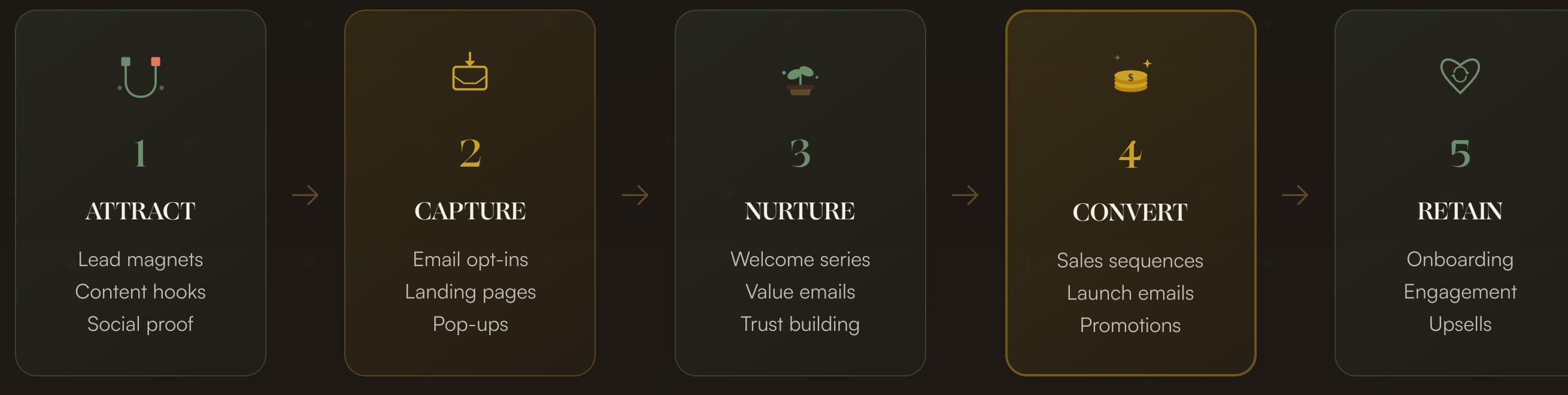


# The Empire System → Complete Roadmap



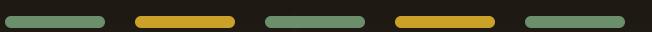
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# The Empire System → Complete Roadmap



● 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