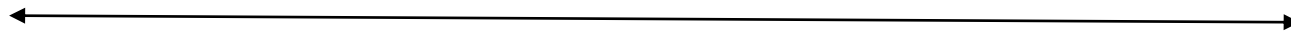


iThemes Affiliate Calendar & Planning Guide



*Make the Most Money
By Making the Most of 2012*



Message from iThemes

Thank you for taking the time to download this calendar/planner. Just doing so tells us you are serious about making the most of being an affiliate because you are taking the time to plan ahead. As you know, “making it” as an affiliate is more than just sending out an announcement or two and hoping people click through your link. If you really want to maximize your earning potential – and become a 4- 5- or 6-figure earner – there are other things you need to put in place and do. This calendar-planner will help you think ahead, as well as think about all the different ways in which you can communicate with your readers, viewers, and followers.

This handy tool will help you see the year at a glance, think about your communication and relationship goals, coordinate your publicity with holidays, special events, and special promotions at iThemes.com, as well as have a place to capture all those ideas that come when you’re driving, taking a shower, or nodding off to sleep...

As you know, our mission at iThemes is to **Make People’s Lives Awesome**. We have many efforts toward this mission, including helping affiliates create the lives they desire by providing tools like this that make it easier and simpler for you to earn that extra income (or full time income) that gives you more freedom and flexibility.

Thanks for supporting us as we support you!



Cory Miller, Founder
iThemes.com | PluginBuddy.com | WebDesign.com



Nina East
Affiliate Program

How to Use This Calendar & Planner to Make the Most of 2012

Think about the following questions:

- What are your goals for the year? Consider your lifestyle goals as well as your financial and business goals.
- Do you have an ezine or newsletter? How often does it come out?
- How often do you want to post on your blog?
- What products are you most familiar with and have the greatest enthusiasm for?
- What products do you want to learn more about?

Go through each month and note holidays and any other known events. As you go through the calendars, think about the following things:

- What are the holidays in the month that lend themselves to articles, blog posts, or a promotion? (i.e. relationships as the Save The Date theme or the Wedding Builder child theme in February, Freedom from Data Loss in July – BackupBuddy, etc.)
- When is your birthday? Is there anything you'd like to plan around that?
- What promotions or events is iThemes conducting? (We've noted some in the calendar, but you'll want to add in others as we announce them.)
- When is your business anniversary? That's a great time to write a post about your favorite tools that have helped your business be a success.
- Plan your time off and vacation days. Yes, this really is important. It might not relate to the affiliate program directly, but having you be rested and energized will always help your business grow.

Go through each month and fill out what you can on the Planning Sheet. On it you'll find prompts, such as ezine ideas, blog post ideas, social media, etc.

And keep using your iThemes Affiliate Planner and Calendar throughout the year. It won't do you any good if you fill it out today and never look at it again. ☺

January Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

****iThemes Anniversary, founded 2008**

January Monthly Observances:

Cervical Cancer Screening Month
Financial Wellness Month
International Creativity Month
International Quality of Life Month
International Wealth Mentality Month
National Be On-Purpose Month
National Clean Up Your Computer Month
National Get Organized Month
National Mentoring Month
Thyroid Awareness Month

January Daily Observances:

New Years Day: 1
New Year's Dishonor List Day: 1
Happy Mew Year for Cats Day: 2
J.R.R. Tolkien Day: 3
Epiphany or Twelfth Night: 6
Three Kings Day: 6
International Programmers' Day: 7
Fruitcake Toss Day: 9
United Nations Day: 10
National Clean Off Your Desk Day: 11
Organize Your Home Day: 14
Religious Freedom Day: 16
Martin Luther King Day: 16
Customer Service Day: 17
World Religion Day: 17
Pooh (Winnie The) Day: 18
Get to Know Your Customers Day: 21 (also April 15, July 15 and October 21)
Chinese New Year: 23
Snowplow Mailbox Hockey Day: 23
National Compliment Day: 24
Better Business Communication Day: 25
Holocaust Memorial Day: 27
Viet Nam Peace Day: 27
Freethinkers Day: 29
Fun at Work Day: 29

January

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February Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

Builder Bonanza LIVE Event, Feb. 17 & 18

February Monthly Observances:

Adopt A Rescued Rabbit Month
AMD/Low Vision Awareness Month
American Heart Month
Bake for Family Fun Month
February is Fabulous Florida Strawberry Month
Grapefruit Month
International Boost Self-Esteem Month
International Expect Success Month
Library Lovers Month
Marfan Syndrome Awareness Month
National African American Heritage Month
National Bird Feeding Month
National Black History Month
National Care About Your Indoor Air Month
National Cherry Month
National Condom Month
National Children's Dental Health Month
National Laugh-Friendly Month
National Mend A Broken Heart Month
National Parent Leadership Month
National Pet Dental Health Month
National Senior Independence Month
National Time Management Month
National Weddings Month
Plant the Seeds of Greatness Month
Relationship Wellness Month
Responsible Pet Owner's Month
Spiritual Teachers Month
Spunky Old Broads Month
Sweet Potato Month
Wise Health Care Consumer Month
Worldwide Renaissance of the Heart Month
Youth Leadership Month

February Daily Observances:

Freedom Day: 1
G.I. Joe Day: 1
Give Kids A Smile Day: 1
Hula in The Coola Day: 1
Robinson Crusoe Day: 1
Spunky Old Broads Day: 1
Working Naked Day: 1
Candelmas: 2
Groundhog Day: 2
Sled Dog Day: 2
African American Coaches Day: 2
National Girls & Women in Sports Day: 3
World Cancer Day: 4
Weather Forecaster's Day: 5
Bubble Gum Day: 5
Man Day: 7
Boy Scout Anniversary Day: 8
National Shut-in Visitation Day: 11
Satisfied Staying Single Day: 11
White Shirt Day: 11
Darwin Day: 12
Lincoln's Birthday: 12
Madly In Love With Me Day: 13
Employee Legal Awareness Day: 13
National Have A Heart Day: 14
(World) Congenital Heart Defect Awareness Day: 14
National Women's Heart Day: 14
National Donor Day: 14
Valentine's Day: 14
Susan B. Anthony Day: 15
International Pancake Day: 16
Washington's Birthday: 16
National PTA Founders Day: 17
World Human Spirit Day: 17
Introduce A Girl to Engineering Day: 18
Pluto Day (Planet is Discovered by Clyde Tombaugh) : 18

(Note: New Mexico has declared March 13 as, Pluto is a Planet Day!)

Chocolate Mint Day: 19

International Mother Language Day: 19

Iwo Jima Day (Landing): 19

Love Your Pet Day: 20

(or Love Your Dog Day)

George Washington's Birthday: 22

Iwo Jima Day (flag raised): 23

Spay Day USA: 23

International Sword Swallowers Day: 28

National Tooth Fairy Day: 28

Leap Year Day: 29

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March Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

BackupBuddy Birthday – release of BackupBuddy 3.0 (?)

Plugin Palooza LIVE Event – March 30 & 31

March Monthly Observances:

Adopt A Rescued Guinea Pig Month
American Red Cross Month
Expanding Girls' Horizons in Science & Engineering Month
Honor Society Awareness Month
International Expect Success Month
International Ideas Month
International Listening Awareness Month
Irish-American Heritage Month
Music In Our Schools Month
National Caffeine Awareness Month
National Cheerleading Safety Month
National Chronic Fatigue Syndrome Awareness Month
National Clean Up Your IRS Act Month
National Colorectal Cancer Awareness Month
National Ethics Awareness Month
National Eye Donor Month
National Multiple Sclerosis Education & Awareness Month
National Kidney Month
National Nutrition Month
National Umbrella Month
National Women's History Month
Optimism Month
Poison Prevention Awareness Month
Red Cross Month
Save Your Vision Month
Sing With Your Child Month
Spiritual Wellness Month

Women's History Month
Workplace Eye Health and Safety Month
Youth Art Month
National Week of The Ocean Festival Sea-son: 3/5 - 6/13

March Daily Observances:

Beer Day: 1
Peace Corp Birthday: 1
Pig Day: 1
Peace Corps Day: 3
World Day of Prayer: 5
Day for Women's Rights & International Peace: 8
International Working Women's Day: 8
Organize Your Home Office Day: 9
International Day of Awesomeness: 10
Daylight Savings Time Begins (US): 11
Johnny Appleseed Day: 11
K-9 Veterans Day: 13
Check Your Batteries Day: 14
Ides of March: 15
St. Patrick's Day: 17
Companies That Care Day: 18
National Common Courtesy Day: 21

March

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April Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

April Monthly Observances

African American Women's Fitness Month
Alcohol Awareness Month
Autism Awareness Month
Child Abuse Prevention Month
Home Improvement Time (April-Sept.30)
International Customer Loyalty Month
National Child Abuse Prevention Month
National Garden Month
National Parkinson's Awareness Month
National Youth Sports Safety Month
Pet First Aid Awareness Month
Physical Wellness Month
Prevention of Animal Cruelty Month
Stress Awareness Month
Women's Eye Health & Safety Month
Workplace Conflict Awareness Month
World Habitat Awareness Month

April Daily Observances

April Fools or All Fools Day: 1
Boomer Bonus Days: 1
National Fun Day: 1
US Air Force Academy Day: 1
International Children's Book Day: 2
World Autism Day: 2
ASPCA (American Society for the Prevention of Cruelty to Animals) Day: 7
World Health Day: 7
Buddha Day: 8
Barbershop Quartet Day: 11
Get To Know Your Customers Day: 15 (Also Jan 21, July 15, Oct 21)
Income Tax Pay Day: 15
National Stress Awareness Day: 16
Pet Owners Independence Day: 18
Oklahoma City Bombing Commemoration Day: 19
Administrative Professionals Day or Secretary's Day: 21
Earth Day: 22
Eeyore's Birthday Day: 28 (Last Saturday in April)
Red Hat Society Day: 25
National Hairball Awareness Day: 30
Hairstylists Appreciation Day: 30
National Honesty Day: 30

April

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May Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

May Monthly Observances

ALS Awareness Month
(Amyotrophic Lateral Sclerosis or Lou Gehrig's Disease)
Arthritis Awareness Month
Asian American & Pacific Islander Heritage Month
Clean Air Month
Huntington's Disease Awareness Month
International Business Image Improvement Month
Jewish-American Heritage Month
Motorcycle Safety Month
National Mental Health Month
Personal History Month
Sweet Vidalia Onions Month
Teen CEO Month
Teen Self-Esteem Month
Women's Health Care Month
Young Achievers of Tomorrow Month

May Daily Observances

Beltaine: 1
Executive Coaching Day: 1
May Day: 1
World Laughter Day: 2
Childhood Depression Awareness Day: 4
National Teacher Day: 4
Star Wars Day: 4
Cinco de Mayo: 5
No Pants Day: 7
Time of Remembrance & Reconciliation for Those Who Lost Their Lives During the Second World War: 8-9
V-E Day: 8
World Red Cross Day: 8
Military Spouse Appreciation Day: 8
Mother's Day: 13
Root Canal Appreciation Day: 13
International Day of Families: 15
Peace Officer Memorial Day: 15
Armed Forces Day: 15
Turn Beauty Inside Out Day: 19
American Red Cross Founder's Day: 21
Sierra Club Day: 28
International Day of United Nations Peacekeepers: 29
Hug Your Cat Day: 30
Memorial Day: 28 (Traditional)
Prayer for Peace Memorial Day: 31
What You Think Upon Grows Day: 31

May

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June Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

June Monthly Observances

Adopt A Shelter Cat Month
Effective Communications Month
Entrepreneurs "Do It Yourself" Marketing Month
National Accordion Awareness Month
Professional Wellness Month
Rebuild Your Life Month

June Daily Observances

Heimlich Maneuver Day: 1
National Go Barefoot Day: 1
Leave the Office Early Day: 2
Children's Awareness Memorial Day: 6
D-Day: 6
National Cancer Survivors Day: 6
(Daniel) Boone Day: 7
Multicultural American Child Awareness Day: 13
Race Unity Day: 13
Army's Birthday: 14
(World) Blood Donor Day: 14
Flag Day: 14
Native American Citizenship Day: 15
Father's Day: 17
Work@Home Father's Day: 18
Juneteenth: 19
American Eagle Day: 20
Family Awareness Day: 20
Baby Boomer's Recognition Day: 21
Ride To Work Day (Motorcycles) : 21
Summer Solstice: 21
Take Your Dog To Work Day: 25
Please Take My Children To Work Day: 28
Library Advocacy Day: 29

June

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July Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

July Monthly Observances

Air-Conditioning Appreciation Days (7/3 to 8/15)
Bioterrorism/Disaster Education & Awareness Month
Blueberries Month
Dog Days (7/3 to 8/11)
Family Reunion Month
National Black Family Month
National Child-Centered Divorce Month
National "Doghouse Repairs" Month
National Make A Difference to Children Month
National Recreation & Parks Month
Tour de France Month
Women's Motorcycle Month

July Daily Observances

Canada Day: 1
Second Half of The Year Day: 1
U.S. Postage Stamp Day: 1
International Chicken Wing Day: 2
Fourth of July or Independence Day: 4
Take Your Webmaster to Lunch Day: 6
World Population Day: 11
Embrace Your Geekness Day: 13
Get to Know Your Customers Day: 15 (also January 21, April 15 and October 21)
Cow Appreciation Day: 17
Toss Away the "Could Haves" and "Should Haves" Day: 17
National Ice Cream Day: 18
National Get Out of the Doghouse Day: 19
National Hug Your Kid Day: 19
National Lollipop Day: 20
National Day of the Cowboy : 24
Parents' Day: 25
Take Your Dog To Work Day: 26
National Korean War Veterans Armistice Day: 27
National Talk in An Elevator Day: 27 (Last Friday in July)
System Administrator Appreciation Day: 30

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August Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

August Monthly Observances

American Indian Heritage Month (See also November)
Audio Book Appreciation Month
Black Business Month
Happiness Happens Month
What Will Be Your Legacy Month

August Daily Observance

Friendship Day: 1
Girlfriend's Day: 1
National Minority Donor Awareness Day: 1
Respect For Parents: 1
US Air Force Day: 1
World Wide Web Day: 1
Sister's Day: 1
International Beer Day: 5
Hiroshima Day: 6
Purple Heart Day: 7
Happiness Happens Day: 8
Assistance Dog Day: 8
International Youth Day: 12
National Navajo Code Talkers Day: 14
Sandcastle & Sculpture Day: 14
V-J Day: 14
Best Friends Day: 15
Hug Your Boss Day: 21
National Homeless Animals Day: 21
(World) Daffodil Day: 21
Day For The Remembrance of The Slave Trade & Its
Abolition: 23
National Dog Day: 26
Women's Equality Day: 26

August

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September Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

September Monthly Observances

Attention Deficit Hyperactivity Disorder Month
Baby Safety Month
Be Kind To Editors & Writers Month
Childhood Cancer Awareness Month
International People Skills Month
International Self-Awareness Month
International Strategic Thinking Month
National Head Lice Prevention Month
Ovarian Cancer Awareness Month (ovarian.org)
Pediatric Cancer Awareness Month
Self Improvement Month
Subliminal Communications Month
Update Your Resume Month
Women's Friendship Month
World Animal Remembrance Month
National Hispanic Heritage Month (September 15-October 15)

September Daily Observances

V-J Day: 2
Labor Day: 3
Be Late For Something Day: 5
Google Commemoration Day: 7
National Grandparent's Day: 9
Patriot Day: 11
Remembrance Day: 11
(World) Suicide Prevention Day: 12
Beer Days: 16-18
Trail of Tears Commemoration Day: 16
National POW/MIA Recognition Day: 17
VFW Ladies Auxiliary Day: 17
National Respect Day: 18
Talk Like A Pirate Day: 19
International Day of Peace: 21
World's Alzheimer's Day: 21
American Business Women's Day: 22
Hobbit Day: 22
National Good Neighbor Day: 26
Ancestor Appreciation Day: 27
VFW Day: 29
National Women's Health & Fitness Day: 29

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October Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

October Monthly Observances

Adopt A Shelter Dog Month
Apple Month
Emotional Intelligence Month
National Animal Safety and Protection Month
National Breast Cancer Awareness Month
National Crime Prevention Month
National Cyber Security Awareness Month
Positive Attitude Month
Right Brainers Rule! Month
Self-Promotion Month
Women's Small Business Month

October Daily Observances

Fire Pup Day: 1
National Diversity Day: 1
Improve Your Office Day: 4
Columbus Day: 8
Clergy Appreciation Day (or Pastor Appreciation Day or
Ministry Appreciation Day): 10
World Mental Health Day: 10
Native Americans' Day: 11
Free Thought Day: 12
National Face Your Fears Day: 12
Get Smart About Credit Day: 21
iPod Day: 23
Make A Difference Day: 23
United Nations Day: 24
National Forgiveness Day: 30
National Candy Corn Day: 30
Halloween: 31
National UNICEF Day: 31

October

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November Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

November Monthly Observances

American & National Diabetes Month
American Indian Heritage Month (See also August)
Epilepsy Awareness Month
Lung Cancer Awareness Month
National Adoption Month
National AIDS Awareness Month
National Alzheimer's Disease Month
National American Indian Heritage Month
National Inspirational Role Models Month
National Native American Heritage Month
Pancreatic Cancer Awareness Month
Sweet Potato Awareness Month

November Daily Observances

All Saints' Day: 1
National Authors' Day: 1
All Souls Day: 2
Cookie Monster Day: 2
National Men Make Dinner Day: 4
Daylight Saving Time ends: 4
World Orphans Day: 8
Marine Corps Birthday: 10
Origami Day: 11
Veterans Day: 11
World Kindness Day: 13
Humane Society Anniversary Day: 22
Thanksgiving Day: 22
Black Friday: 23
Cyber Monday: 26
National Native American Heritage Day: 27

November

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December Planning Sheet

Ezine: How often do you send out your ezine? _____ per month
Ideas:

Blog: How often do you want to blog? _____ per week/month
Topic Ideas:

Social Media: How often do you want to post on various social media outlets? _____ per day/week/month

Facebook: _____

Twitter: _____

Google+: _____

LinkedIn: _____

Other marketing ideas: (video, webinars, tutorials, training programs, etc.)

Builder Birthday Celebration
WebDesign.com Anniversary

December Monthly Observances

World Aids Month
Bingo's Birthday Month
Colorectal Cancer Education and Awareness Month
National Write A Business Plan Month
Universal Human Rights Month

December Daily Observances

World Aids Day: 1
National Pearl Harbor Remembrance Day: 7
Hanukkah begins: 9
Human Rights Day: 10
Nobel Prize Day: 10
UNICEF Birthday: 11
International Shareware Day: 11
Bill of Rights Day: 15
Wright Brothers Day: 17
World Peace Day/Winter Solstice: 21
Christmas Eve: 24
Christmas: 25
Kwanzaa: 26
Boxing Day: 26 (Canada)
National Candy Cane Day: 26
National Thank-you Note Day: 26
National Whiner's Day: 26
New Years Eve: 31
No Interruptions Day: 31
Universal Hour of Peace Day: 31
World Peace Meditation Day: 31

December

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Now it's time to start thinking about 2013...

What did you learn from your affiliate promotions and efforts in 2012?

What do you want to do more of? Less of?

January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December: