



YOUR 2-DAY FLASH PROMOTION

timeline CHECKLIST



IMPORTANT: This is a fillable PDF - you can type straight into it, but you'll need to download it to your device and open it with **Adobe Acrobat Reader** (free) or **Adobe Acrobat Pro**. If you try to open it in your browser or Mac Preview, the typing feature might not work properly and/or you may lose your work.

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THE FULL FLASH PROMO TIMELINE AT A GLANCE

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2-4+ WEEKS BEFORE:

- ☐ Decide on your offer (what + price)
- ☐ Build your sales page
- ☐ Write all emails + abandoned cart email
- ☐ Create social media content (graphics, videos, captions)
- ☐ Set up tech and automations
- ☐ Test everything

2

DAY BEFORE LAUNCH:

- ☐ Send Email 1 (Teaser)
- ☐ Post social media teaser
- ☐ Final check on all tech

3

LAUNCH DAY (DAY 1):

- ☐ Send Email 2 (Launch) Morning
- ☐ Send Email 3 (Deep Dive) Afternoon/Evening
- ☐ Post launch announcement on social media
- ☐ Stories throughout the day
- ☐ Monitor sales and engagement

4 FINAL DAY (DAY 2):

- ☐ Send Email 4 (Spotlight) Morning
- ☐ Send Email 5 (Story/Proof) Afternoon
- ☐ Send Email 6 (Urgency) Evening
- ☐ Countdown posts on social media
- ☐ Stories with urgency and countdown stickers

5 CLOSE CART:

- ☐ Send Email 7 (Last Call) if applicable
- ☐ Close cart
- ☐ Update/redirect sales page
- ☐ Remove promo links from social media bio
- ☐ Celebrate!

6 WITHIN 48 HOURS AFTER:

- ☐ Review results
- ☐ Welcome emails sent to buyers (immediately)
- ☐ Buyers tagged and segmented
- ☐ Plan your next offer to this audience

Now go build your flash promotion!