

July	Farm area	Sphere of influence
Week 1	Personal letter drop streets A-K	Send newsletter clients A-K
Week 2		
Week 3	Personal letter drop streets L-Z	Send newsletter clients L-Z
Week 4		
August		
Week 1	Send newsletter streets A-K	Phone clients A-K
Week 2		
Week 3	Send newsletter streets L- Z	Phone clients L-Z
Week 4		
September		
Week 1	Door knock streets A-F	Send newsletter clients A-K
Week 2	Door knock streets G-K	
Week 3	Door knock streets L-Q	Send newsletter clients L-Z
Week 4	Door knock streets R-Z	
Week 5		
October		
Week 1	Send newsletter streets A-K	Phone clients A-K
Week 2		
Week 3	Send newsletter streets L-Z	Phone clients L-Z
Week 4		
November		
Week 1	Personal letter drop streets A-K	Send newsletter clients A-K
Week 2		
Week 3	Personal letter drop streets L-Z	Send newsletter clients L-Z
Week 4		
December		
	Personal letter drop with Christmas greeting plus calendar to all farm area	Send Christmas cards and calendars to all clients
Week 1	Streets A-F	
Week 2	Streets G-K	
Week 3	Streets L-Q	
Week 4	Streets R-Z	
Week 5		