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|  | **TASK** | **ASSIGNED TO** | **COMPLETED DATE** |
|  | Determine workshop title |  |  |
|  | Create flyer |  |  |
|  | Print flyer and distribute in office |  |  |
|  | Invite current patient base |  |  |
|  | Create email blast to lead lists (include before/after pictures) |  |  |
|  | Create Facebook event / description |  |  |
|  | Create Facebook banner image |  |  |
|  | Invite guests to Facebook event |  |  |
|  | Conduct Facebook live to excite followers |  |  |
|  | Determine “call to action” for guests |  |  |