

A filled-in day

Date

Thu 18 Jun

Worked on

- Newsletter draft, launch email sequence
- Reviewed ad performance

Done

- Newsletter draft finished, sent to design

Blocked / slow

- Launch email sequence waiting on final pricing copy, pinged product

Decided

- Pausing the low-intent ad group for now, spend is outrunning signups

Next

- Draft the LinkedIn launch post while pricing copy is pending