

The
2019
Content
CALENDAR



WWW.BUSINESSWONDERLAND.CO.UK

Hello!

A huge thank you for purchasing the 2019 Content Calendar. I'm really excited to help you plan out some epic content for social media, your blog, emails and even pitching to the press.

I've helped hundreds of business owners use online marketing to drive visitors to their website, and convert them into paying customers. And nearly every one of them faced the same struggle – they didn't know what to post to their social media, on their blog, or send in their emails.

Wracking your brains for fresh content ideas can be stressful and overwhelming. It can also be very time consuming if you don't plan ahead. A content calendar brings everything together in one place.

I first created a content calendar back in 2016 and I can't tell you what a difference it made to my social media channels and the opportunities it opened up to me. I also love how much time it saved me when planning out my content.

Some of the themed days are a little bit crazy and out there but I think that makes them fun. You may have to think outside the box on how you could relate them to your business.

If you need any help with the content calendar or have any questions, please email me at katie@businesswonderland.co.uk

Katie
x

Use the awareness days, national days, holidays and celebrations to create a constant stream of leads and sales for your business. Create content and blogs that will make people want to visit your social media channels and website. That means creating regular and consistent content the your ideal client will love and the press will want to feature.

Step 1. Use the calendar to map out awareness days, national days, holidays and celebrations that you can use in your business for the year ahead. I've included a printable in this content calendar pack to help you.

Step 2. Plan out when content needs to be created by or what date you need to pitch to publications by. This will allow you to approach media well in advance or create the content in advance.

Step 3. Set time aside monthly or weekly to plan what content you are posting on social media, blogs and emails. This will allow you to be organised for the month or week ahead. No more thinking or panicking about what you are going to post on social media every morning. You'll want to schedule your social media at least a week in advance to keep you organised. It will also save you lots of time. You'll then only need to go back to reply to comments.

So many business owners say they don't have time for social media, this is just an excuse. If you aren't consistent and providing valuable content on social media it is unlikely that your business will grow. Think of it as your shop window online.

How to create a social media strategy

Before you start creating content for your business, there are some important things to address first.

1. Your Ideal Client

Understanding who your ideal client is so important. You may have several Ideal Clients for your business but it's much more easier to create content for just one ideal client.

Is your Ideal client:

Male/Female or both?

Age range

Where are they located?

What are their interests?

What social media platforms are they on?

What do they do in their spare time?

What books/magazines/blogs do they read?

What is important to them?

What are their dislikes?

What can they relate to?

Answer all of the questions above with your one ideal client in mind.

2. Set Goals

What do you want to achieve from your social media accounts?

Would you like:

An engaging audience?

Awareness?

Turn fans into clients?

Become an influencers?

Create a community?

Or perhaps its all of the above.

Set yourself milestone goals e.g. I want to increase my Instagram following by 100 each month to increase my brand awareness and drive traffic to my website.

What is your milestone goal for your social media accounts?

3. Frequency

Decide how often you will post on social media and how often you will blog.

It's important to be consistent when posting on your social media accounts, especially if you want to increase engagement and awareness.

If you would like to grow your accounts, please see the table below for the top five social media platforms frequency.

Social Media Platform	Frequency	Tip
Facebook	2-4 per day	If your Facebook Page is under 10k page likes post frequently on a daily basis to keep audience engaged
Twitter	5-6 per day	Join in Twitter chats to increase engagement
LinkedIn	2-4 per week	Monday-Friday post blogs, articles and industry news
Instagram	1-3 per day	Imagery is important. Create a magazine for your business. Aim to use 30 hashtags per post
Pinterest	5-6 per day	Pin both original and other users content

How frequently do you want to post on your social media platforms?

Facebook _____

Twitter _____

LinkedIn _____

Instagram _____

Pinterest _____

4. Content Buckets

Content buckets are a great way to ensure you don't run out of content and build up content that you can grab to fill in your social media schedule. If you struggle with what to post out on a daily basis, you could try themed days e.g Tip Tuesday, Testimonial Thursday, Behind the scenes Saturday etc.

Use the content bucket printable (included in this pack) to fill up different categories. Once the content buckets is full for all your categories you can start creating your social media schedule very quickly and easily.

The Important bits

There are over 1,200 national days. I've tried to include as many as I possibly can within The 2019 Content Calendar. Including monthly and weekly themes.

As there is not just one data based for awareness days, it is difficult to ensure that all dates are correct at the time of publication. Rest assured, I have checked, double and tripled check to ensure that these dates are correct. However, some dates may change or new dates may be added which are out of my control.

Calendar Key

N. = National

I. = International

G. = Global

W. = World



MONTHLY & WEEKLY THEMES FOR 2019

JANUARY

MONTHLY THEMES

VEGANAUARY

National Bath Safety Month
National Black Diamond Month
National Blood Donor Month
National Braille Literacy Month
National Hobby Month
National Hot Tea Month
National Mentoring Month
National Oatmeal Month
National Slow Cooking Month
National Soup Month
National Sunday Supper Month

WEEKLY HOLIDAYS & OBSERVANCES

Diet Resolution Week, 1-7
New Year's Resolutions Week, 1-7
Hunt For Happiness Week, 14-20
Healthy Weight Week, 14-20
Sugar Awareness Week, 14-20
Clean Out Your Inbox Week, 21-25

FEBRUARY

MONTHLY THEMES

Black History Month
Canned Food Month
National Bake for Family Fun Month
National Bird Feeding Month
National Children's Dental
Health Month
National Heart Month
National Library Lovers Month
National Weddings Month
National Embroidery Month

WEEKLY HOLIDAYS & OBSERVANCES

African Heritage and Health Week, 4-10
Children's Authors and Illustrators Week, 4-10
Celebration of Love Week, 11-17
Freelance Writers Appreciation Week, 11-17
National Secondhand Wardrobe Week, 11-17
Random Acts of Kindness Week, 11-17
Brotherhood / Sisterhood Week, 18-24
National Engineers Week, 18-24
Through With The Chew, 18-24



MONTHLY & WEEKLY THEMES FOR 2019

MARCH MONTHLY THEMES

National Breast Implant Awareness Month	National Frozen Food Month
Asset Management Awareness Month	National Kidney Month
Endometriosis Awareness Month	National Noodle Month
Irish-American Heritage Month	National Nutrition Month
Multiple Sclerosis Awareness Month	National Peanut Month
National Caffeine Awareness Month	National Sauce Month
National Brain Injury Awareness Month	National Trisomy Awareness Month
National Celery Month	National Umbrella Month
National Cheerleading Safety Month	National Women's History Month
National Craft Month	National Colorectal Cancer Awareness Month
National Credit Education Month	National Music in Our Schools Month
National Flour Month	National Professional Social Work Month

WEEKLY THEMES AND OBSERVATIONS

National Write a Letter Appreciation Week – 1-7
National Cheerleading Week 2-8
National Pet Sitters Week – 2-8
Endometriosis Awareness Week – 2-8
National Consumer Protection Week – 2-8
National Procrastination Week – 2-8
National Sleep Awareness Week – 2-9
Read an E-Book Week – 8-13
Women in Construction Week – 8-13
Universal Women's Week – 8-14
National Aardvark Week – 9-15
National Wildlife Week – March 18-21
National Animal Poison Prevention Week – 16-22
National Introverts Week -16-22



MONTHLY & WEEKLY THEMES FOR 2019

APRIL MONTHLY THEMES

English Language month
National Decorating month
Sexual assault month
Stress awareness month
National poetry month
National Parkinson awareness month
Lawn and garden month

WEEKLY THEMES AND OBSERVATIONS

aPAWS International Pooper Scooper Week - 1-7
National Public Health Week – 1-7
Animal Control Officer Appreciation Week, 7-14
Crime Victim's Rights Week – April 7-14
National Library Week – April 7-14
Oral, Head and Neck Cancer Awareness Week – 7-14
National Pet ID Week – 15-21
National Infant & Toddler Immunisation Week – 23-29
National Volunteer Week – 16-23
Administrative Professionals Week – 22-28,
National Princess Week – April 22-28
Sky Awareness Week – April 22-28
Every Kid Healthy Week – April 22-28



MONTHLY & WEEKLY THEMES FOR 2019

MAY MONTHLY THEMES

National dental care awareness month
Celiac disease awareness month
National stroke awareness month
National mental health awareness month
National bike month
National military awareness month
National photograph month
National Lyme disease month
National water safety month
Melanoma awareness month

WEEKLY THEMES AND OBSERVATIONS

Small Business Week – 6-12
National Wildflower Week: 6-12
Choose Privacy Week: 6-12
Screen-Free Week: 6-12
Nurses Week: 6-12
National Pet Week – 5-13
North American Occupational Safety & Health Week 5-13
Public Service Recognition Week – 5-13
National Hospital Week – 6-12
Teacher Appreciation Week – 6-10
National Etiquette Week – 13-19
National Salvation Army Week – 13-19
Police Week: 13-19
Public Works Week: 13-19
National Emergency Medical Services Week: 20-26
American Craft Beer Week – May 13 – 19



MONTHLY & WEEKLY THEMES FOR 2019

JUNE MONTHLY THEMES

National Dj Month
Men's Health Month
LGBTQIA Pride Month
Aquarium Month
National Adopt a Cat Month
National Fresh Fruit and Vegetables Month
National Candy Month
National Camping Month
National Country Cooking Month
National Dairy Month
National Great Outdoors Month
National Iced Tea Month
National Papaya Month
National Safety Month
National Soul Food Month

WEEKLY THEMES AND OBSERVATIONS

National Gardening Week – 3-9
National Fishing and Boating Week – 1-8
National Little League Week – 3-9
National Right of Way Professionals Week – 10-16
National Nurse Assistants Week – 13-20
National Flag Week – 10-16
National Play Catch Week 17-23
Men's Health Week – 10-16
Universal Father's Week – 17-23
Lightning Safety Awareness Week – 24-30



MONTHLY & WEEKLY THEMES FOR 2019

JULY MONTHLY THEMES

World Watercolor Month
National Anti-Boredom Month
National Baked Bean Month
National Cell Phone Courtesy Month
National Culinary Arts Month
National Grilling Month
National Horseradish Month
National Hot Dog Month
National Ice Cream Month
National Independent Retailer Month
National July Belongs to Blueberries Month
National Picnic Month
Unlucky Month for Weddings

WEEKLY THEMES AND OBSERVATIONS

National Farriers Week – 15 – 21
Everybody Deserves a Massage Week – 8-14
National Zoo Keeper Week – 15-21
National Parenting Gifted Children Week – 15-21
National Moth Week – 22-28
National Farmers Week 15-21



MONTHLY & WEEKLY THEMES FOR 2019

AUGUST MONTHLY THEMES

National Wellness Month
National Crayon Collection Month
Family Fun Month
National Catfish Month
National Eye Exam Month
National Golf Month
National Peach Month
National Water Quality Month
Romance Awareness Month
National Goat Cheese Month
Happiness Happens Month
National Sandwich Month
National Panini Month
National Brownies at Brunch Month
Get ready for Kindergarten Month
Black Business Month
National Immunisation Awareness Month
Children's Eye Health and Safety Month
International Peace Month
MedicAlert Awareness Month
Motorsports Awareness Month
Spinal Muscular Atrophy Awareness Month
National Back to School Month

WEEKLY THEMES AND OBSERVATIONS

National Cleanse Your Skin Week – 5-11
International Clown Week –5-11
National Farmers Market Week – 5-11
National Bargain Hunting Week – 12-18
National Minority Donor Awareness Week –5-11
Simplify Your Life Week – 5-11
National Exercise with Your Child Week – 5-11
International Assistance Dog Week – 4-11
World Breastfeeding Week –5-11
National Health Centre Week – 5-11
Elvis Week – 12-18
Be Kind to Humankind Week – 19-25
International Bat Nights – 23-25



MONTHLY & WEEKLY THEMES FOR 2019

SEPTEMBER MONTHLY THEMES

Baby Safety Month
Better Breakfast Month
Classical Music Month
Fall Hat Month
Intergeneration Month
International Update Your Resume Month
Little League Month
National Americana Month
National Chicken Month
National Childhood Cancer Awareness Month
National Childhood Obesity Awareness Month
National Courtesy Month
National Honey Month
National Italian Cheese Month
National Library Card Sign Up Month
National Mortgage Professional Month
National Mushroom Month
National Papaya Month
National Piano Month
National Potato Month
National Self-Care Awareness Month
National Sewing Month
Pulmonary Fibrosis Awareness Month
Polycystic Ovarian Syndrome Awareness Month
Save Your Photos Month
Self Improvement Month
Whole Grains Month
National Suicide Prevention Month

WEEKLY THEMES AND OBSERVATIONS

National Waffle Week 2-8
International House Keepers Week 9-19
Pollution Prevention Week 16-22
National Indoor Plant Week 16-22
Tolkien Week 16-22
Remember to register to vote week 23-29
World Reflexology Week 23-29



MONTHLY & WEEKLY THEMES FOR 2019

OCTOBER MONTHLY THEMES

Adopt A Shelter Dog Month
Breast Cancer Awareness Month
Down Syndrome Awareness Month
Dyslexia Awareness Month
Financial Planning Month
LGBT History Month
National Animal Safety and Protection Month
National Book Month
National Bullying Prevention Month
National Crime Prevention Month
National Critical Illness Awareness Month
National Cyber Security Awareness Month
National Dessert Month
National Depression Education & Awareness Month
National Domestic Violence Awareness Month
National Fair Trade Month
National Go On A Field Trip Month
National Pregnancy and Infant Loss Awareness Month
National Sensory Awareness Month
National Spina Bifida Awareness Month
Positive Attitude Month
Rett Syndrome Awareness Month
Self-Promotion Month
Squirrel Awareness Month
Tackling Hunger Month
Vegetarian Month
World Menopause Month

WEEKLY THEMES AND OBSERVATIONS

World Rainforest Week 10-16
Customer Service Week 7-13
National Business Women's Week 20-26
Chicken Soup for the Soul Week 21-25
Get Organised Week 23-29
National Business Women's Week 21-27



MONTHLY & WEEKLY THEMES FOR 2019

NOVEMBER MONTHLY THEMES

Adopt A Senior Pet Month
Epilepsy Awareness Month
Family Stories Month
Gluten-Free Diet Awareness Month
Lung Cancer Awareness Month
Military Family Month
National Adoption Month
National Alzheimer's Disease Month
National COPD Month
National Diabetes Month
National Gratitude Month
National Inspirational Role Models Month
National Long-term Care Awareness Month
National Native American Heritage Month
National Novel Writing Month
National Pet Cancer Awareness Month
National PPSI AIDS Awareness Month
National Raisin Bread Month
Pancreatic Cancer Awareness Month
Prematurity Awareness Month
NoSHAVEmber OR Movember
Vegan Month

WEEKLY THEMES AND OBSERVATIONS

National Animal Shelter Appreciation Week 4-10
Global Entrepreneurship Week 11-19
World Kindness Week 11-17
International Fraud Awareness Week 11- 17



MONTHLY & WEEKLY THEMES FOR 2019

DECEMBER MONTHLY THEMES

AIDS Awareness Month
National Drunk & Drugged Driving Prevention Month
National Human Rights Month
National Tie Month
National Write A Business Plan Month
Operation Santa Paws
Root Vegetables and Exotic Fruits Month
Safe Toys and Gifts Month
Spiritual Literacy Month
Universal Human Rights Month
Worldwide Food Service Safety Month

WEEKLY THEMES AND OBSERVATIONS

National Handwriting Week 2-8
National Hand Washing Awareness Week 2-8
National Cookie Cutter Week 2-8
Gluten Free Baking Week 16-22

JANUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	N. HANGOVER DAY	N. BUFFET DAY SCIENCE FICTION DAY N. CREAM PUFF DAY	N. DRINKING STAW DAY	N. SPAGHETTI DAY N. TRIVIA DAY	N. BIRD DAY N. WHIPPED CREAM DAY	N. BEAN DAY N. TECH DAY N. SHORTBEAD DAY N. CUDDLE UP DAY
N. TEMPURA DAY N. BOBBLEHEAD DAY N. THANK GOD ITS MONDAY DAY	N. ARGYLE DAY N. BUBBLE BATH DAY N. TOFFEE DAY	N. APRICOT DAY	N. SAVE THE EAGLES DAY N. CUT YOUR ENERGY COSTS DAY	N. MILK DAY N. STEP IN THE PUDDLE & SPLASH YOUR FRIENDS DAY N. HUMAN TRAFFICKING AWARENESS DAY	N. MARZIPAN DAY N. CURRIED CHICKEN DAY N. PHARMACIST DAY N. VISION BOARD DAY	N. STICKER DAY N. RUBBER DUCK DAY
N. DRESS UP YOUR PET DAY N. CLEAN OFF YOUR DESK DAY BLUE MONDAY	N. HAT DAY N. STAWBERRY ICE CREAM DAY	N. NOTHING DAY N. RELIGIOUS FREEDOM DAY N. FIG NEWTON DAY I. SPICY FOOD DAY	N. BOOTLEGGER DAY GET TO KNOW YOUR CUSTOMERS DAY	WINNIE THE POOH DAY N. PEKING DUCK DAY	N. POPCORN DAY	W. RELIGION DAY CHEESE LOVERS DAY N. DJ DAY
SQUIRREL APPRECIATION DAY N. HUG DAY MARTIN LUTHER KING JR DAY	N. BLONDE BROWNIE DAY	N. HANDWRITING DAY N. PI DAY	N. COMPLIMENT DAY N. PEANUT BUTTER DAY	N. IRISH COFFEE DAY N. OPPOSITE DAY N. HAVE FUN AT WORK DAY	RSPB BIG GARDEN BIRD WATCH N. GREEN JUICE DAY N. SPOUSES DAY N. PEANUT BRITTLE DAY	HOLOCAUST MEMORIAL DAY N. CHOCOLATE CAKE DAY
DATA PRIVACY DAY N. KAZOO DAY N. BLUEBERRY PANCAKE DAY	W. LEPROSY DAY N. CORN CHIP DAY N. PUZZLE DAY	N. CROISSANT DAY	N. BACKYARD DAY STREET CHILDREN DAY N. INSPIRE YOUR HEART WITH ART DAY			

FEBRUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				N. BAKED ALASKA DAY N. SERPENT DAY N. FREEDOM DAY N. WEAR RED DAY	W. WETLANDS DAY GROUNDHOG DAY	N. CARROT CAKE DAY N. DAY THE MUSIC DIED DAY SUPER BOWL LIII
N. HOMEMADE SOUP DAY W. CANCER DAY N. THANK A MAIL CARRIER DAY	SAFER INTERNET DAY CHINESE NEW YEAR BUBBLEGUM DAY	WAITANGI DAY (NZ) N. FROZEN YOGHURT DAY I. DAY OF ZERO TOLERANCE TO FEMALE GENITAL MUTILATION	TIME TO TALK DAY N. PERIODIC TABLE DAY N. SEND A CARD TO A FRIEND DAY	N. BOY SCOUT DAY N. KITE FLYING DAY	TOOTHACHE DAY N. BAGEL DAY N. PIZZA DAY	N. UMBRELLA DAY
W. DAY OF THE SICK N. INVENTORS DAY N. MAKE A FRIEND DAY N. WHITE SHIRT DAY	N. PLUM PUDDING DAY DARWIN DAY	N. RADIO DAY N. TORELLINI DAY	VALENTINES DAY N. CAREGIVERS DAY N. GUMDROP DAY	I. BOOK GIVING DAY N. ORGAN DONOR DAY	N. ALMOND DAY	N. CABBAGE DAY
N. BATTERY DAY N. DRINK WINE DAY PRESIDENTS DAY	N. LASH DAY N. CHOCOLATE MINT DAY	N. LOVE YOUR PET DAY N. CHERRY PIE DAY W. DAY OF SOCIAL JUSTICE	I. MOTHER LANGUAGE DAY N. STICKY BUN DAY N. CHILLI DAY	A DAY WITHOUT NEWS N. COOK A SWEET POTATO DAY N. MARGARITA DAY	N. TOAST DAY N. BANANA BREAD DAY N. DOG BISCUIT DAY	N. TORTILLA CHIP DAY
N. CLAM CHOWDER DAY	N. PISTACHIO DAY N. TELL A FAIRY TALE DAY	N. POLAR BEAR DAY N. STRAWBERRY DAY W. PANCAKE DAY	RARE DISEASE DAY N. FLORAL DESIGN DAY N. TOOTH FAIRY DAY N. PUBLIC SLEEPING DAY			

MARCH

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				ST. DAVID'S DAY TIME FOR A CUPPA W. PIG DAY	N. SPEECH & DEBATE EDUCATION DAY N. OLD HUFF DAY	W. WILDLIFE DAY
N. GRAMMAR DAY MARCHING MUSIC DAY	N. MULTIPLE PERSONILITY DAY	N. OREO DAY N. DRESS DAY N. DENTIST DAY N. FROZEN FOOD DAY	N. BE HEARD DAY N. CEREAL DAY	I. WOMENS DAY N. PROOFREADING DAY N. DAY OF UNPLUGGING	N. BARBIE DAY N. MEATBALL DAY	N. PACK YOUR LUNCH DAY N. WOMEN & GIRLS HIV/AIDS AWARENESS DAY
N. FUNERAL DIRECTOR & MORTICIAN RECOGNITION DAY	N. PLANT A FLOWER DAY N. GIRL SCOUT DAY	NO SMOKING DAY N. EARMUFF DAY N. REGISTERED DIETITION NUTRITIONIST DAY	PI DAY W. KIDNEY DAY N. CHILDREN'S CRAFT DAY N. LEARN ABOUT BUTTERFLIES DAY	W. SLEEP DAY W. CONSUMER RIGHTS DAY	N. FREEDOM OF INFORMATION DAY N. PANDA DAY N. QUILTING DAY	ST. PATRICK'S DAY
N. AWKWARD MOMENTS DAY N. BIODIESEL DAY	W. SOCIAL WORK DAY N. LETS LAUGH DAY N. CERTIFIED NURSES DAY	W. ORAL HEALTH DAY I. DAY OF HAPPINESS W. RIGHTS TO WATER DAY	W. POETRY DAY W. DOWN SYNDROME DAY W. PUPPETRY DAY I. DAY OF FORESTS N. SINGLE PARENTS DAY	W. WATER DAY N. GOOF OFF DAY N. PUPPY DAY	W. METEOROLOGICAL DAY N. CHIP & DIP DAY	W. TUBERCULOSIS DAY
TOLKIEN READING DAY I. DAY OF REMEMBRANCE OF VICTIMS OF SLAVERY & THE TRANSATLANTIC SLAVE TRADE	EPILEPSY AWARENESS DAY N. SPINACH DAY	W. THEATRE DAY N. LITTLE RED WAGON DAY	N. BLACK FOREST CAKE DAY	N. VIETNAM WAR VETERANS DAY N. MOM & POPS BUSINESS OWNERS DAY	W. BI POLAR DAY N. DOCTORS DAY N. PENCIL DAY N. TALK A WALK IN THE PARK DAY	W. BACK UP DAY N. CRAYON DAY MOTHERS DAY (UK)

APRIL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
APRIL FOOLS DAY N. SOURDOUGH BREAD DAY	N. EQUAL PAY DAY W. AUTISM AWARENESS DAY	N. CHOCOLATE MOUSSE DAY W. PARTY DAY N. FIND A RAINBOW DAY N. TWEED DAY N. WALKING DAY	N. VITAMIN C DAY N. SCHOOL LIBRARIAN DAY N. BURRITO DAY	N. READ A ROAD MAP N. FLASH DRIVE DAY N. DEEP DISH PIZZA	N. TARTAN DAY N. TEFLON DAY	N. HANDMADE DAY N. BEER DAY N. NO HOUSEWORK DAY W. HEALTH DAY
N. ZOO LOVERS DAY	N. NAME YOURSELF DAY N. WINSTON CHURCHILL DAY N. UNICORN DAY	N. ENCOURAGE A YOUNG WRITER DAY N. FARM ANIMALS DAY N. SIBLINGS DAY	N. BARBER SHOP QUARTET DAY N. CHEESE FONDUE N. PET DAY	N. LICORICE DAY N. DAY OF SILENCE	N. MAKE LUNCH COUNT DAY N. SCRABBLE DAY N. THOMAS JEFFERSON DAY	N. GARDENING DAY N. DOLPHIN DAY
N. RUBBER/ERASER DAY N. TAKE A WILD GUESS DAY N. TAX DAY N. TITANIC REMEMBRANCE DAY	N. ORCHID DAY N. WEAR YOUR PJ'S TO WORK DAY W. VOICE DAY	N. CHEESEBALL DAY N. ELLIS ISLAND FAMILY HISTORY DAY N. HAIKU POETRY DAY	N. ANIMAL CRACKERS DAY N. COLUMNISTS DAY N. HIGH FIVE DAY GET TO KNOW YOUR CUSTOMERS DAY	GOOD FRIDAY N. GARLIC DAY N. HANGING OUT DAY	N. LOOK A LIKE DAY N. RECORD STORE DAY VOLUNTEER RECOGNITION DAY (CAN & UK)	EASTER SUNDAY BRITISH NATIONAL TEA DAY
EASTER MONDAY EARTH DAY	ST GEORGE'S DAY N. PICNIC DAY N. TALK LIKE SHAKESPEARE DAY	N. PIGS IN A BLANKET DAY	N. DNA DAY N. TELEPHONE DAY N. TAKE YOU CHILD TO WORK DAY N. EAST MEETS WEST	N. HELP A HORSE DAY N. KIDS & PETS DAY N. PRETZEL DAY	N. BABE RUTH DAY N. TELL A STORY DAY N. SENSE OF SMELL DAY INDEPENDENT BOOK STORE DAY	
N. PEACE ROSE DAY N. ZIPPER DAY I. DANCE DAY	N. GREAT POETRY READING DAY N. SUPERHERO DAY I. SCULPTURE DAY					

MAY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		MAY DAY LAW DAY GLOBAL LOVE DAY SCHOOL PRINCIPAL'S DAY	N. LIFE INSURANCE DAY N. DAY OF PRAYER W. PASSWORD DAY	N. TEXTILES DAY N. GARDEN MEDIATION DAY N. PARANORMAL DAY N. SPACE DAY	BIRD DAY N. ORANGE JUICE DAY N. STAR WARS DAY N. FITNESS DAY N. SCRAPBOOK DAY	N. SILENCE THE SHAME DAY N. ASTRONAUT DAY N. CARTOONIST DAY CINCO DE MAYO
MAY BANK HOLIDAY N. BEVERAGE DAY N. MELANOMA MONDAY	N. BARRIER AWARENESS DAY N. FOSTER CARE DAY N. TEACHER APPRECIATION DAY	N. STUDENT NURSE DAY N. RECEPTIONIST DAY N. BIKE TO SCHOOL DAY	N. SLEEPOVER DAY N. LOST SOCK MEMORIAL DAY	N. SHRIMP DAY N. CLEAN UP YOUR ROOM DAY N. MILITARY SPOUSE APPRECIATION DAY	N. TWILIGHT ZONE DAY N. EAT WHAT YOU WANT DAY N. BABYSITTERS DAY N. STAMP OUT HUNGER FOOD DRIVE	N. FIBROMYALGIA AWARENESS DAY N. LIMERICK DAY MOTHERS DAY (USA) I. HUMMAS DAY
N. APPLE PIE DAY M. WOMENS CHECK UP DAY	N. UNDERGROUND AMERICA DAY N. DANCE LIKE A CHICKEN DAY	N. CHOCOLATE CHIP DAY	N. LOVE A TREE DAY N. DO SOMETHING GOOD FOR YOUR NEIGHBOUR DAY N. PIERCING DAY N. CAESAR DAY	N. WALNUT DAY N. BIKE TO WORK DAY N. ENDANGERED SPECIES DAY	N. HIV VACCINE AWARENESS DAY N. VISIT YOUR RELATIVES DAY N. ARMED FORCES DAY N. LEARN TO SWIM DAY	N. DEVILS FOOD CAKE DAY N. TAKE YOUR PARENTS TO THE PLAYGROUND DAY
N. RESCUE A DOG DAY N. BE A MILLIONAIRE DAY	N. AMERICAN RED CROSS FOUNDERS DAY N. MEMO DAY N. STRAWBERRIES AND CREAM DAY	N. BUY A MUSICAL INSTRUMENT DAY N. MARITIME DAY	N. LUCKY PENNY DAY N. TAFFY DAY W. TURTLE DAY	N. SCAVENGER HUNT DAY BROTHERS DAY N. DON'T FRY DAY	N. MISSING CHILDREN'S DAY N. WINE DAY TRAVEL DAY N. TAP DANCE DAY	N. BLUEBERRY CHEESE CAKE DAY
SPRING BANK HOLIDAY MEMORIAL DAY	N. HAMBURGER DAY	N. PAPERCLIP DAY N. COQ AU VIN	N. CREATIVITY DAY N. SENIOR HEALTH & FITNESS DAY N. WATER A FLOWER DAY	N. SMILE DAY N. MACAROON DAY N. HEAT AWARENESS DAY N. LEAVE THE OFFICE EARLY DAY		

JUNE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					N. NAIL POLISH DAY N. OLIVE DAY N. TRAILS DAY N. HEIMLICH MANEUVER DAY	N. CANCER SURVIVOR'S DAY N. ROCKY ROAD DAY
N. EGG DAY N. REPEAT DAY N. CHOCOLATE MACROON DAY	N. CHEESE DAY N. COGNAC DAY N. OLD MAID'S DAY	N. VEGGIE BURGER DAY N. GINGERBREAD DAY N. RUNNING DAY	N. EYEWEAR DAY N. HIGHER EDUCATION DAY N. GARDEN EXERCISE DAY	N. VCR DAY N. CHOCOLATE ICE CREAM DAY N. DOUGHNUT DAY	N. BEST FRIENDS DAY N. ROSE DAY	N. CHILDREN'S DAY N. EARL DAY N. DONALD DUCK DAY
N. BALLPOINT PEN DAY N. HERBS & SPICES N. ICED TEA DAY	N. MAKING LIFE BEAUTIFUL DAY N. CORN ON THE COB DAY	N. JERKY DAY N. LOVING DAY N. RED ROSE DAY	N. SEWING MACHINE DAY N. WEED YOUR GARDEN DAY N. CAREER NURSING ASSISTANTS DAY	N. BOURBON DAY N. FLAG DAY I. BATH DAY	N. SMILE POWER DAY NATURE PHOTOGRAPHY DAY	FATHERS DAY N. FUDGE DAY
N. EAT YOUR VEGETABLES DAY N. APPLE STRUDEL DAY	N. GO FISHING DAY N. SPLURGE DAY	N. WATCH DAY N. MARTINI DAY	N. HIKE WITH A GEEK DAY AMERICAN EAGLE DAY I. SURFING DAY	N. SELFIE DAY N. FLIP FLOP DAY LONGEST DAY OF THE YEAR	N. ONION RING DAY N. CHOCOLATE ECLAIR DAY	N. HYDRATION DAY N. PINK DAY
N. PRALINES DAY I. FAIRY DAY	N. CAT FISH DAY N. LEON DAY	N. BEAUTICIAN DAY N. CHOCOLATE PUDDING DAY	N. PTSD AWARENESS DAY N. HAND SHAKE DAY N. ORANGE BLOSSOM DAY	N. INSURANCE AWARENESS DAY	N. CAMERA DAY	N. OUT FIT OF THE DAY (OOTD) SOCIAL MEDIA DAY

JULY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
CANADA DAY N. CREATIVE ICE CREAM FLAVOURS DAY N. GINGERSNAP DAY	N. ANISETTE DAY W. UFO DAY I FORGOT DAY	I. DROP A ROCK DAY N. EAT YOUR BEANS DAY N. CHOCOLATE WAFER DAY	INDEPENDENCE DAY (USA) N. CAESAR SALAD DAY	N. APPLE TURNOVER DAY N. BIKINI DAY N. GRAHAM CRACKER DAY	N. FRIED CHICKEN DAY	W. CHOCOLATE DAY N. FATHER/DAUGHTER TAKE A WALK DAY N. MACARONI DAY
N. BLUEBERRY DAY N. VIDEO GAMES DAY	N. SUGAR COOKIE DAY	N. PINA COLADA DAY TEDDY BEAR PICNIC DAY	N. CHEER UP THE LONELY DAY ALL AMERICAN PET PHOTO DAY N. MOJITO DAY	PAPER BAG DAY N. SIMPLICITY DAY N. PECAN PIE DAY	N. FRENCH FRY DAY EMBRACE YOUR GEEKNESS DAY	BASTILLE DAY N. TAPE MEASURE DAY N. NUDE DAY N. MAC & CHEESE DAY
N. GIVE SOMETHING AWAY DAY N. I LOVE HORSES DAY N. TAPIOCA DAY	N. CORN FRITTERS DAY	W. EMOJI DAY N. TATTOO DAY	N. SOUR CANDY DAY GET TO KNOW YOUR CUSTOMERS DAY	N. DAIQUIRI DAY	N. MOON DAY N. LOLLIPOP DAY FORTUNE COOKIE DAY	N. BE SOMEONE DAY N. JUNK FOOD N. ICE CREAM DAY
N. HAMMOCK DAY	N. VANILLA ICE CREAM DAY N. HOT DOG DAY GORGEOUS GRANDMA DAY	N. AMELIA EARHART DAY N. TEQUILA DAY N. DRIVE-THRU DAY N. COUSINS DAY	N. HIRE A VETERAN DAY N. MERRY-GO-ROUND DAY N. WINE & CHEESE DAY N. REFRESHMENT DAY	N. INTERN DAY N. TALK IN AN ELEVATOR DAY N. AUNT & UNCLE DAY ALL OR NOTHING DAY	LOVE IS KIND DAY N. SCOTCH DAY N. DANCE DAY N. CREME BRULEE DAY	N. WATERPARK DAY N. MILK CHOCOLATE DAY N. PARENTS DAY
N. LASAGNA DAY N. LIPSTICK DAY N. CHICKEN WINGS DAY	N. WHISTLE BLOWER DAY N. CHEESE CAKE DAY N. FATHER IN LAW DAY	N. AVOCADO DAY N. MUTT DAY				

AUGUST

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			N. MAHJONG DAY N. GIRLFRIEND DAY STAR UP DAY ACROSS AMERICA YORKSHIRE DAY	N. COLOURING BOOK DAY	I. BEER DAY N. MUSTARD DAY N. WATERMELON DAY	N. COAST GUARD DAY N. FRIENDSHIP DAY N. SISTERS DAY AMERICAN FAMILY DAY
N. UNDERWEAR DAY N. OYSTER DAY	N. NIGHT OUT DAY N. FRESH BREATH DAY	PURPLE HEART DAY N. LIGHTHOUSE DAY	W. CAT DAY N. DOLLAR DAY	N. RICE PUDDING DAY N. BOOK LOVERS DAY	N. SHAPEWEAR DAY N. LAZY DAY N. BOWLING DAY N. GARAGE SALE DAY	N. SONS AND DAUGHTERS DAY N. SPIRIT OF 45 DAY
W. ELEPHANT DAY N. VINYL RECORD DAY N. MIDDLE CHILD DAY	N. PROSECCO DAY LEFT HANDERS DAY	N.VICTORY OVER JAPAN DAY	N. LEATHER CRAFT DAY N. RELAXATION DAY N. LEMON MERINGUE PIE DAY	N. TELL A JOKE DAY N. ROLLERCOASTER DAY N. RUM DAY	N. NON PROFIT DAY N. I LOVE MY FEET DAY W. HONEY BEE DAY	N. FAJITA DAY N. MAIL ORDER DAY N. SOFT ICE CREAM DAY
W. PHOTO DAY N. AVIATION DAY W. HUMANITARIAN DAY I. BOW DAY	N. RADIO DAY W. MOSQUITO DAY	N. SENIOR CITIZENS DAY	N. TOOTH FAIRY DAY BE AN ANGEL DAY	N. RIDE THE WIND DAY N. SPONGE DAY	N. WAFFLE DAY	N. PARK SERVICE FOUNDERS DAY N. KISS & MAKE UP DAY
SUMMER HOLIDAY UK N. WOMENS EQUALITY DAY N. DOG DAY	N. JUST BECAUSE DAY W. ROCK, PAPER, SCISSORS DAY	N. BOW TIE DAY	N. CHOP SUEY DAY N. SPORTS DAY I. DAY AGAINST NUCLEAR TEST DAY	N. TOASTED MARSHMALLOW DAY N. GRIEF DAY N. COLLAGE COLOURS DAY	N. MATCHMAKERS DAY I. BACON DAY N. EAT OUTSIDE DAY	

SEPTEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BLASPHEMY DAY N. CHEWING GUM DAY N. MUD PACK DAY SAVE YOUR PHOTOS DAY						N. RHYME (NOR REASON) DAY
N. LABOR DAY	U.S BOWLING LEAGUE N. WELSH RAREBIT DAY	N. WILDLIFE DAY N. MACADAMIA NUT DAY	N. CHEESE PIZZA DAY BE LATE FOR SOMETHING DAY	N. READ A BOOK DAY N. FOOD BANK DAY	N. BEER LOVERS DAY N. SALAMI DAY W. BEARD DAY	I. LITERACY DAY N. AMPERSAND DAY GRANDPARENTS DAY N. HUG YOUR HOUND DAY
N. TEDDY BEAR DAY	W. SUICIDE PREVENTION DAY N. SWAP IDEA DAY N. TV DINNER DAY	N. MAKE YOUR BED DAY N. HOT CROSS BUN DAY REMEMBERING 9/11	N. DAY OF ENCOURAGEMENT N. CHOCOLATE MILKSHAKE DAY	N. KIDS TAKE OVER THE KITCHEN DAY N. PEANUT DAY STAND UP TO CANCER N. CELIAC DISEASE AWARENESS DAY	N. LIVE CREATIVE DAY N. CREAM FILLED DONUT DAY	GOOGLE. COM DAY N. ONLINE LEARNING DAY GREENPEACE DAY N. LGBTQ CENTER AWARENESS DAY
N. PLAY-DOH DAY N. STEP FAMILY DAY N. WORKING PARENTS DAY MAYFLOWER DAY	CONSTITUTION DAY & CITIZENSHIP DAY	N. HIV/AIDS AND AGEING AWARENESS DAY N. RESPECT DAY	TALK LIKE A PIRATE DAY	N. PUNCH DAY N. FRIED RICE DAY N. TRADESMEN DAY	I. DAY OF PEACE N. CHAI DAY	CAR FREE DAY HOBBIT DAY N. GIRLS NIGHT IN AMERICAN BUSINESS WOMENS DAY
CELEBRATE BISEXUALITY DAY RESTLESS LEGS AWARENESS DAY N. GREAT AMERICAN POT PIE DAY	N. PUNCTUATION DAY	N. ONE HIT WONDER DAY N. COMIC BOOK DAY	N. DUMPLING DAY N. PANCAKE DAY N. WOMEN'S HEALTH AND FITNESS DAY	W. TOURISM DAY N. BRAVE DAY	W. RABIES DAY N. GOOD NEIGHBOUR DAY	N. COFFEE DAY

OCTOBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	W. VEGETARIAN DAY N. HOMEMADE COOKIES DAY N. BLACK DOG DAY I. COFFEE DAY	N. WALK TO SCHOOL N. NAME YOUR CAR N. PUMPKIN SEED DAY	N. TECHIES DAY N. BOYFRIEND DAY	W. ANIMAL DAY W. SMILE DAY	N. MANUFACTURING DAY N. DO SOMETHING NICE DAY	N. MAD HATTER DAY N. PLUS SIZE APPRECIATION DAY
W. HABITAT DAY N. ONLINE BANK DAY	THANKS GIVING (CAN)	N. STOP BULLYING DAY	W. MENTAL HEALTH DAY N. HANDBAG DAY W. SIGHT DAY	N. COMING OUT DAY	N. PET OBESITY AWARENESS DAY N. SAVINGS DAY I LOVE YARN DAY	N. TRAIN YOU BRAIN DAY
W. STANDARDS DAY N. CLEAN YOUR VIRTUAL DESKTOP DAY COLUMBUS DAY	N. PUG DAY	W. FOOD DAY N. DICTIONARY DAY BOSS'S DAY N. FERAL CAT DAY	N. PASTA DAY	N. NO BEARD DAY	SWEETEST DAY EVALUATE YOUR LIFE DAY	I. SLOTH DAY W. STATISTICS DAY
REPTILE AWARENESS DAY	I. STUTTERING AWARENESS DAY N. NUT DAY	N. MOLE DAY	UNITED NATIONS DAY N. FOOD DAY	N. GREASY FOOD DAY N. BREADSTICK DAY	N. PUMPKIN DAY N. MULE DAY N. MAKE A DIFFERENCE DAY	N. AMERICAN BEER DAY N. BLACK CAT DAY
I. ANIMATION DAY N. CHOCOLATE DAY	N. STROKE DAY N. CAT DAY N. OATMEAL DAY	N. PUBLICIST DAY	HALLOWEEN N. MAGIC DAY N. KNOCK KNOCK JOKES DAY			

NOVEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				W. VEGAN DAY N. AUTHORS DAY	DAY OF THE DEAD N. DEVILED EGGS DAY	N. SANDWICH DAY N. HOUSEWIFE'S DAY
N. CANDY DAY JOB ACTION DAY	GUY FAWKES DAY N. LOVE YOUR RED HAIR DAY	N. STRESS AWARENESS DAY N. NACHOS DAY SAXOPHONE DAY TAKE OUR KIDS TO WORK DAY (CAN)	N. AFRICAN WRITERS DAY N. CANINE LYMPHOMA AWARENESS DAY	I. DAY OF RADIOLOGY N. CAPPUCCINO DAY	W. FREEDOM DAY MICROTIA AWARENESS DAY	REMEMBRANCE SUNDAY N. FORGET-ME-NOT DAY N. VANILLA CUPCAKE DAY
REMEMBRANCE DAY VETERANS DAY N. SUNDAE DAY	W. PNEUMONIA DAY CHICKEN SOUP FOR THE SOUL DAY	W. KINDNESS DAY CAREGIVERS APPRECIATION DAY	W. DIABETES DAY N. PICKLE DAY	N. PHILANTHROPY DAY N. CLEAN OUR YOUR FRIDGE DAY N. RURAL HEALTH DAY	I. DAY FOR INTOLERANCE N. FAST FOOD DAY N. BUTTON DAY	I. STUDENTS DAY N. TAKE A HIKE DAY N. HOMEMADE BREAD DAY
MICKEY MOUSE BIRTHDAY N. PRINCESS DAY	W. TOILET DAY I. MENS DAY N. PLAY MONOPOLY DAY	N. ABSURDITY DAY BEAUTIFUL DAY UNIVERSAL CHILDREN'S DAY	W. TV DAY W. HELLO DAY W. PHILOSOPHY DAY	N. DAY OF LISTENING N. NATIVE AMERICAN HERITAGE DAY	N. CASHEW DAY N. EXPRESSO DAY	N. SARDINES DAY EVOLUTION DAY
N. PARFAIT DAY WHITE RIBBON DAY	N. CAKE DAY N. DAY OF GIVING	N. CRAFT JERKY DAY PINS & NEEDLES DAY	THANKS GIVING (U.S)	BLACK FRIDAY ELECTRONIC GREETINGS DAY	ST ANDREWS DAY N. MASON JAR DAY N. MOUSSE DAY COMPUTER SECURITY DAY SMALL BIZ SATURDAY (U.S)	

DECEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
N. BIOCARBONATE OF SODA DAY BACON DAY END OF HANUKKAH	NEW YEARS EVE N. CHAMPAGNE DAY MAKE UP YOUR MIND DAY					WORLD AID'S DAY N. PIE DAY ROSA PARKS DAY
CYBER MONDAY N. FRITTERS DAY I. DAY FOR THE ABOLITION OF SLAVERY	I. DAY OF PERSONS WITH DISABILITIES ROOF OVER YOUR HEAD DAY	N. COOKIE DAY N. DICE DAY N. SOCK DAY	W. SOIL DAY I. VOLUNTEER DAY SINTERKLASS	N. MICROWAVE DAY ST NICHOLAS DAY MINERS DAY N. GAZPACHO DAY	N. PEARL HARBOR REMEMBRANCE DAY N. COTTON CANDY DAY	N. BROWNIE DAY PRETEND TO BE A TIME TRAVELLER DAY
N. PASTRY DAY I. ANTI-CORRUPTION DAY	HUMAN RIGHTS DAY NOBEL PRIZE DAY	I. MOUNTAIN DAY UNICEF BIRTHDAY N. APP DAY	GINGERBREAD HOUSE DAY POINSETTIA DAY	N. VIOLIN DAY N. COCOA DAY N. SALESPERSON DAY	MONKEY DAY N. BOUILLABAISSE DAY	I. TEA DAY CAT HERDERS DAY BILL OF RIGHTS DAY
N. CHOCOLATE COVERED EVERYTHING DAY	N. MAPLE SYRUP DAY WRIGHT BROTHERS DAY	I. MIGRANTS DAY ANSWER THE PHONE LIKE BUDDY THE ELF DAY	N. HARD CANDY DAY N. RE-GIFTING DAY	UNDER DOG DAY N. SANGRIA DAY N. UGLY XMAS JUMPER DAY	N. ROBIN DAY CROSSWORD PUZZLE DAY HUMBUG DAY	N. DATE NUT BREAD DAY BEGINNING OF HANNUKKAH
FOREFATHERS DAY N. ROOTS DAY FESTIVUS	CHRISTMAS EVE N. EGG NOG DAY	CHRISTMAS DAY	BOXING DAY N. THANK YOU NOTE DAY	N. FRUITCAKE DAY NO INTERRUPTIONS DAY	N. CARD PLAYING DAY PLEDGE OF ALLEGIANCE DAY	N. PEPPER POT DAY TICK TOCK DAY

MONTH: EXAMPLE

NOTES	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						WORK IN PROGRESS	FACEBOOK LIVE
	NATIONAL CLEANING DAY	PODCAST EPISODE	BEST SELLER	TESTIMONIAL	INSPIRATIONAL QUOTE	POLL	NEW PRODUCT LAUNCH DAY
	BLOG POST	TOP TIP	INSPIRATIONAL QUOTE	FACEBOOK LIVE	PRODUCT SPOTLIGHT	BLOG POST QUOTE	CASE STUDY
	MOTIVATIONAL QUOTE	WORK IN PROGRESS	FACEBOOK LIVE	NATIONAL BOOK DAY	TOP TIP	TESTIMONIAL	WORK IN PROGRESS
	BLOG POST	TOP TIP	INSPIRATIONAL QUOTE	CASE STUDY	PRODUCT SPOTLIGHT		

MONTH:

NOTES	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
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	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
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	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

Monthly Glances

JANUARY

S	M	T	W	T	F	S



FEBRUARY

S	M	T	W	T	F	S



Monthly Glances

MARCH

S	M	T	W	T	F	S



APRIL

S	M	T	W	T	F	S



Monthly Glances

MAY

S	M	T	W	T	F	S



JUNE

S	M	T	W	T	F	S



Monthly Glances

JULY

S	M	T	W	T	F	S



AUGUST

S	M	T	W	T	F	S



Monthly Glances

SEPTEMBER

S	M	T	W	T	F	S



OCTOBER

S	M	T	W	T	F	S



Monthly Glances

NOVEMBER

S	M	T	W	T	F	S



DECEMBER

S	M	T	W	T	F	S



CONTENT BUCKETS

EXAMPLE

TIPS

Hashtags	<input type="checkbox"/>
SEO	<input type="checkbox"/>
Timings	<input type="checkbox"/>
Video	<input type="checkbox"/>
Links	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

QUOTES

Elizabeth Gilbert	<input type="checkbox"/>
Oprah	<input type="checkbox"/>
Rumi	<input type="checkbox"/>
C.S. Lewis	<input type="checkbox"/>
Walt Disney	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

TESTIMONIALS

Louise	<input type="checkbox"/>
Amy	<input type="checkbox"/>
Carey	<input type="checkbox"/>
Gemma	<input type="checkbox"/>
Andy	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

BLOGS

Facebook Pages	<input type="checkbox"/>
What to tweet about	<input type="checkbox"/>
Google my biz	<input type="checkbox"/>
Business showcase	<input type="checkbox"/>
Twitter chats	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

QUESTIONS

Fav social media platform?	<input type="checkbox"/>
Tea or coffee?	<input type="checkbox"/>
High street or designer?	<input type="checkbox"/>
Wix or Wordpress?	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

BEHIND THE SCENES

Work in progress	<input type="checkbox"/>
Workbench	<input type="checkbox"/>
Packing up	<input type="checkbox"/>
Desk shot	<input type="checkbox"/>
Team members	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

CONTENT BUCKETS



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SOCIAL MEDIA

Schedule

Date: _____

Blog/site: _____ Platform: _____

Time	Mon	Tues	Wed	Thurs	Fri	Sat	Sun

QOTD = Quote of the day

TOTD = Tip of the day

WIP = Work in progress

Q. = Question

_____ = _____

_____ = _____

_____ = _____

_____ = _____

Notes:

Social Media Stats

Website: _____

Primary platform: _____

Second platform: _____

20__	Facebook	Instagram	Twitter	Pinterest	LinkedIn
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					

BLOG EDITORIAL CALENDAR

MONTH_____

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

MAIN FOCUS:
PROMOS/FREEBIES:

Blog Post Planner

Title: _____

Publish date: _____

Category: _____

Purpose for this post:

Outline of post:

Key points:

-
-
-
-
-

Photos/graphics:

-
-
-
-

Links:

Call to action:

Work flow

- Write the post
- Insert keywords & Links
- Check spelling & grammar
- Create & insert images
- Schedule post
- Publish post
- Promote on social media
- Share with email subscribers

To Do



Top tips for pitching to the press

1. **Spend time studying your calendar.** Read it thoroughly and work out which dates are the most relevant to your business. Ideally find between six and eight spread out over the year which you think you have the strongest ideas for. For example, if you're a photographer, National Photography Day would be a great day to showcase your work. If you make vegan products, World Vegan Day could be a good peg for a story about your business.
2. **Do your research.** Every town and city has a newspaper but there's also so many websites, magazines and blogs you can target and that your ideal customer may be reading too. It's good to spend a day going through these and seeing the kind of things they write about, regular features and their style of writing. Ask your social media followers where they get their news from too.
3. **Follow the writers on social media.** Twitter is the platform I would choose as it's the one where journalists are most likely to expect to be approached. You can organise them into a list and check it when you have a spare moment, and look for any posts with #journorequest - that's where they're looking for people to interview and it could be you. Try to be helpful and build up rapport by liking, retweeting and commenting on any relevant tweets so when your pitch lands in their inbox they're familiar with your name.
4. **Make sure you have photographs to go with your story.** These are so important and can make the difference between you appearing in an article or not! Ideally they will be professional - it's worth investing in a shoot. But if you're starting out, ensure you have a head shot, a full length shot, some of you with your products, maybe a behind the scenes shot of you making your product. Or if you provide a service such as blogging, dog walking or training, get some lifestyle shots or shots of you working with animals.
5. **Pitch to one publication at a time.** Start with the one you would really like to feature in and work your way through the different publications and pitch at least a few weeks before you'd like your story to appear. Don't be disheartened if you don't hear back within a few days. Journalists and editors get hundreds of emails every day so simply move on to the next publication. Having a list of titles to target means there's the potential for your business to feature in a range of publications.

PR tips provided by Rachel Spencer, freelance journalist from Rachel Spencer Writes.

How to work more with Katie;

Social media can be both thrilling and terrifying. There are so many valuable ways you can spend your time, searching the internet and reading hundreds of blogs about social media and marketing is NOT one of them.

I can teach you how to do your own social media marketing so you don't have to pay someone else to do it for you.

I work with clients via 1 to 1 sessions, my monthly membership (Social Wonderland Society) and my full social media geek package:

The 1 Hour Kickstarter

This single session is perfect if you are looking for some inspiration, want a tutorial on a social media platform, your questions answered or some advice. Let me create a clear action plan for your social media and marketing that you can implement with my help.

Social Media Audit

A social media audit is essential for your business to ensure that you aren't wasting time, money and energy by focusing on the wrong things.

An audit is also great to ensure that you aren't missing out on opportunities. Sometimes small tweaks here and there can make a huge difference.

Social Media Geek Package

This package is perfect if you want to understand a social media platform, learn Facebook Ads, set up a social media strategy or get help creating content. Let me teach you how to do it and kick butt on social media.

Social Wonderland Society

If you would like on going help and training with your social media. A monthly subscription where you get access to trainings and get all of your social media questions answered.

Visit my website www.businesswonderland.co.uk for more information.



Katie
x