




# *Monthly Content Planner*

## DECEMBER

Create a monthly content plan to stay consistent with your promotions, and feel confident in the content you share.

1. What will you be promoting in December? What is the main focus?

2. Looking ahead to January and February, what ideas need to get seeded now?

3. Can you  any of the special days below into your marketing next month?

## December

- Pear Month
- Food Service Safety Month

- Operation Santa Paws
- Write a Business Plan Month

- Human Rights Month
- Tie Month

1 Eat a Read Apple Day  
1 Giving Tuesday  
2 Fritters Day  
2 National Mutt Day  
3 Make a Gift Day  
3 Giving Tuesday  
3 National Disability Day  
3 Roof Over Your Head Day  
4 Bartender Appreciation Day  
4 Faux Fur Friday  
4 World Wildlife Conservation Day  
4 Dice Day  
4 Wear Brown Shoes Day  
5 International Ninja Day  
5 National Repeal Day  
5 Bathtub Party Day  
6 Put On Your Own Shoes Day  
6 St. Nicholas Day  
7 National Letter Writing Day  
7 Green Day  
7 Walt Disney Day  
7 Pearl Harbor Remembrance Day  
8 Pretend To Be A Time Traveler Day

9 Techno Day  
9 Christmas Card Day  
10 Human Rights Day  
10 Lager Day  
11 Lost & Found Day  
11 Have a Bagel Day  
12 Gingerbread Decorating Day  
12 Poinsettia Day  
13 Worldwide Candle Lighting Day  
13 Choral Day  
14 Roast Chestnut Day  
14 Bouillabaisse Day  
15 International Tea Day  
15 Cat Herders Day  
16 Day of Reconciliation  
17 Wright Brothers Day  
17 Re-gifting Day  
18 Underdog Day  
18 Bake Cookies Day  
19 Look For An Evergreen Day  
20 Go Caroling Day  
20 Games Day  
20 Sangria Day

21 Look On The Bright Side Day  
21 Don't Make Your Bed Day  
21 Short Story Day  
22 Forefathers' Day  
23 Roots Day  
23 Festivus  
24 Eggnog Day  
25 Pumpkin Day  
25 Christmas Day  
26 Thank You Note Day  
26 Boxing Day  
27 Fruitcake Day  
27 Visit The Zoo Day  
28 National Call a Friend Day  
28 National Download Day  
29 Still Need To Do Day  
29 Tick Tock Day  
30 Bacon Day  
30 Bicarbonate of Soda Day  
31 No Interruptions Day  
31 Make Up Your Mind Day  
31 Champagne Day

Monthly Themes — Come with a theme or a focus for each month. Your focus should be based around what you're promoting that month or a particular piece of content that you would like to expand on in your social sites. Your focus could be based on the different seasons or times of the year that you launch a product or you blog about a specific topic. Let's take for an example that you are a productivity coach of some sort. You will be launching your productivity program the first week in January. In December, your focus will be filled with topics around productivity.

For example:

Week 1 Theme/Focus:	Multi-tasking
Week 2 Theme/Focus:	Mindset
Week 3 Theme/Focus:	Time Constraints
Week 4 Theme/Focus:	Planning

Now write your focus for each week, below:

Week 1 Theme/Focus:	
Week 2 Theme/Focus:	
Week 3 Theme/Focus:	
Week 4 Theme/Focus:	

Now it's time to create your anchor content for each week that aligns with the them/focus.

For example:

<b>Theme/Focus</b>	<b>Anchor Content (Blog/Vlog/Livestream/Podcast)</b>
Week 1: Multi-tasking	Title: Multi-tasking is killing your productivity
Week 2: Mindset	Title: Mental Decluttering
Week 3: Time Constraints	Title: Guarding your time
Week 4: Planning	Title: Planning Your Year in 90 Days

Based on your weekly themes, write some good starting titles for your anchor content.

<b>Theme/Focus</b>	<b>Anchor Content (Blog/Vlog/Livestream/Podcast)</b>
Week 1:	Title:
Week 2:	Title:
Week 3:	Title:
Week 4:	Title:

Now it's time to create the posts that will enhance your anchor content.

We are going to follow the CEO framework. C is for Connection, E is for Expert, and O is for Original.

You want to make sure you create one or two of each of these types of posts (works on any channel) each week:

**Connection:** This is the kind of content that gets your audience to talk back to you. These posts are very interactive. Make sure you respond to each and every person and engage in conversations. Have fun with this! These are great posts to get to know your audience.

Examples of Connection Posts:

- This or that
- Poll
- Caption this
- Hot Topic
- Make a list and then “what’s missing”

<b>Theme/Focus</b>	<b>Anchor Content</b>	<b>Connection Post</b>	<b>Connection Post</b>
Week 1: Multi-tasking	Title: Multi-tasking is killing your productivity	Poll: Multi-tasking is necessary (yes/no)	Who is a better multi-tasker? You or your spouse?
Week 2: Mindset	Title: Mental Decluttering	Instagram question: What is your mantra when you get overwhelmed?	What's your favorite productivity book?
Week 3: Time Constraints	Title: Guarding your time	Instagram and Facebook Poll: How many uninterrupted work hours do you get each day?	What's the biggest distraction for you when you are working?
Week 4: Planning	Title: Planning Your Year in 90 Days	Instagram/Facebook question: How do you plan? Paper? Digital?	Share a link to your favorite planner.

Now, create two connection posts for each week:

<b>Theme/Focus</b>	<b>Anchor Content</b>	<b>Connection Post</b>	<b>Connection Post</b>
Week 1:	Title:		
Week 2:	Title:		
Week 3:	Title:		
Week 4:	Title:		

Now you have 2 connection posts ready, it's time to create expert posts.

These posts show you as an expert.

Examples of expert posts:

- Small teaching point
- Testimonial
- Collaboration: talk with someone else
- Ask me anything
- Favorite tools of the trade/lists

<b>Theme/Focus</b>	<b>Anchor Content</b>	<b>Expert Post</b>	<b>Expert Post</b>
Week 1: Multi-tasking	Title: Multi-tasking is killing your productivity	Facebook Live: Short lesson	Testimonial from someone who stopped multi-tasking
Week 2: Mindset	Title: Mental Decluttering	Facebook Live: Interview a student	Facebook Live: Favorite apps to help mindset
Week 3: Time Constraints	Title: Guarding your time	Short Instagram Live/Facebook Live about calendar blocking	Interview with student about non-negotiables
Week 4: Planning	Title: Planning Your Year in 90 Days	Facebook Live: Ask me anything	Email roundup of all the content from the week



Now, create two expert posts for each week:

<b>Theme/Focus</b>	<b>Anchor Content</b>	<b>Expert Post</b>	<b>Expert Post</b>
Week 1:	Title:		
Week 2:	Title:		
Week 3:	Title:		
Week 4:	Title:		

Now it's time for your "Original" posts. These posts are when you show the real person behind the business.

Examples of "Original" posts:

- Origin posts: 5 turning points that made you who you are today
- Rant (controlled!)
- Vulnerability
- Battle (a time you had a struggle or a fail)

<b>Theme/Focus</b>	<b>Anchor Content</b>	<b>Original</b>
Week 1: Multi-tasking	Title: Multi-tasking is killing your productivity	Instagram Story or Instagram Live while out for a walk, tell personal battle with multi-tasking
Week 2: Mindset	Title: Mental Decluttering	Facebook Live: My struggle with imposter syndrome
Week 3: Time Constraints	Title: Guarding your time	Facebook post, picture of Jake and story about how he told me I was no fun anymore
Week 4: Planning	Title: Planning Your Year in 90 Days	Story about how I used to do everything by the seat of my pants

Now, create one “original” post for each week.

<b>Theme/Focus</b>	<b>Anchor Content</b>	<b>Original</b>
Week 1:	Title:	
Week 2:	Title:	
Week 3:	Title:	
Week 4:	Title:	

BONUS: Can you commit to a daily content practice for the next 30 days? What will that be?

- a. Answering questions on Quora
- b. Writing something on Medium
- c. Flash Briefing
- d. Instagram Story

There will be a day in the month ahead when you will need some motivation. List 3 things you will turn to when you need that dose of positivity or inspiration. (Podcast, Facebook Group, Ted Talks, Friend, Mastermind Group)

# December 2020

SUN	MON	TUE	WED	THU	FRI	SAT
29 <b>Week 1: Multi-tasking</b> <b>Anchor Content:</b> Multi-tasking is killing your productivity	30 <b>Connection Post</b> Poll: Multi-tasking is necessary (yes/no)	1 <b>Connection Post</b> Who is a better multi-tasker? You or your spouse?	2 <b>Expert Post</b> Facebook Live: Short lesson	3 <b>Expert Post</b> Testimonial from someone who stopped multi-tasking	4 <b>Original Post</b> Instagram Story or Instagram Live while out for a walk, tell personal battle with multi-tasking	5
6 <b>Week 2: Mindset</b> <b>Anchor Content:</b> Mental Decluttering	7 <b>Connection Post</b> Instagram question: What is your mantra when you get overwhelmed?	8 <b>Connection Post</b> What's your favorite productivity book?	9 <b>Expert Post</b> Facebook Live: Interview a student	10 <b>Expert Post</b> Facebook Live: Favorite apps to help mindset	11 <b>Original Post</b> Facebook Live: My struggle with imposter syndrome	12
13 <b>Week 3: Time Constraints</b> <b>Anchor Content:</b> Guarding your time	14 <b>Connection Post</b> IG and FB Poll: How many uninterrupted work hours do you get each day?	15 <b>Connection Post</b> What's the biggest distraction for you when you are working?	16 <b>Expert Post</b> Short Instagram Live/Facebook Live about calendar blocking	17 <b>Expert Post</b> Interview with student about non-negotiables	18 <b>Original Post</b> Facebook post, picture of Jake and story about how he told me I was no fun anymore	19
20 <b>Week 4: Planning</b> <b>Anchor Content:</b> Planning Your Year in 90 Days	21 <b>Connection Post</b> Instagram/Facebook question: How do you plan? Paper? Digital?	22 <b>Connection Post</b> Share a link to your favorite planner.	23 <b>Expert Post</b> Facebook Live: Ask me anything	24 <b>Expert Post</b> Email roundup of all the content from the week	25 <b>Original Post</b> Story about how I used to do everything by the seat of my pants	26
27	28	29	30	31		

# December 2020

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# *The Content Planner*



It's more than a planner. It's a complete system for planning out 3 months of strategic content in just a couple of hours.

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