

Perfect *Content* Planner

A month-by-month workbook
guiding you on timely content
for 2024

BY TARA MCEWEN

Founder McEwen Media



Hello and Welcome!

If your goal is to get more engagement from your content, this workbook is for you.

for decades I've used the editorial calendar to program hit lifestyle shows. I use it to successfully pitch clients for major TV appearances. And now I use it to plan out my social media content.

Content creation can feel like a full-time job. Hours spent staring at a blank screen waiting for inspiration to strike. But if you can plan ahead, anticipate some of the seasonal issues your following will face, inspiration will come from your daily life.

Use this guide to get ahead of your content ideas. For more information on how to work with us, visit mcewenmedia.ca

CONTENT CREATION FOR BUSINESS OWNERS



Influencer or person of influence?

It should be an obvious place to start, but all too often, social media advice assumes every user has the same objective: viral numbers.

But what works for an influencer does not always work for a business owner.

An influencer's value comes from having a large following. They can charge brands for integrations because they themselves have access to a large audience. Trends, stunts, constant creation make sense. The objective is to build a large following, as the following creates your value to brands.

For a business owner, the follower relationship is different. The value comes from the business you are trying to get from your followers. The people who will one day buy your products, enrol in a course, or hire your services.

The first step to following a social media strategy is to identify your objective first. What do you need from your audience and what do you want them to take from you?

BUILDING CREDIBILITY

This guide is focused on content creation for those who want to be influential, but not an influencer. It's for the business owner that needs conversion over likes.

The most important thing to realize with this strategy is your social media is your credibility with customers and clients.

When people are interested in working with you or buying your product, they're going to look you up. Online reviews are one source of data, but not the only one.

Think of your social media as an ongoing resume. A place where you are constantly showing your worth and your value. People make purchasing decisions based on what they "know". Use your platforms to allow them to get to know you. Not just what you sell, but what you value. What motivates you? What do you love about what you do? What makes you so happy about client satisfaction?

Put the person behind the product and the testimonials front and centre.

Be the product.

TIME MANAGEMENT

Perhaps the hardest lesson any business owner learns is you don't manage time, you manage tasks. I learned this from my coach and mentor Hina Khan and it's been game changing!

Running a business while building a brand feels like an endless treadmill of tasks. There are ways to give order to these tasks and manage them. This speeds up creative decision-making and ensures regular content creation, which is key for any social media strategy.

CONTENT PILLARS

At McEwen Media we are in the business of empowering others to share their authentic selves on larger stages: television, social media, keynotes. There are two key ways we support clients: PR strategy and mindset.

The four content pillars we create support the universal truths that are the branding of McEwen Media.

- PR strategy (how to write a good pitch, how to time your pitches)
- Inspiration (mindset advice I use with clients to help them overcome fear, face rejection, hold their goal in the face of adversity)
- Client success stories (not just the results, but testimonials of how much they learned and grew from working with us)
- Work with us (including events, Masterclasses, new programs)

You may decide on more than four pillars. Perhaps you commit to five and that makes up your daily schedule. It all depends on what you want your social media to say about your business and brand.

We don't stick to quotas or rigid schedules. At any given time, there is something new in our business that will support one of the pillars. It keeps us focused but also allows for creative flow, which is also one of our universal truths. Your team might need something more scheduled. Find a system that works for you and start filling those pillars and you'll always create compelling content.

BULK CREATE

Video audiences have short attention spans. If you have a great piece of advice but it requires a few steps, break those into tip videos and post them one at a time. In a single recording, you could have a week's worth of content.

You can do the same with blogs or long-form articles. Here's what we do with a single blog post.

One blog post on mcewenmedia.ca

- is sent out as a newsletter with a link to the blog, directing newsletter readers back to my website where they can learn more about upcoming events and programs we offer
- is partially published as a LinkedIn post, with a link to the blog to read more, bringing people to the website
- becomes multiple inspiration quotes for Instagram, with a link to the blog and website. You can also use this as content for Pinterest if that's where your following comes from
- can be recorded as video tips for Instagram, TikTok, and LinkedIn (for those who respond to videos first)

There might be people who are seeing this content on multiple platforms, this is true. But keep in mind, the people who are following you on multiple platforms like you and your content. They won't feel spammed. In fact, if the content is rich enough, they might learn something different each time they come across your content.

Think about the time spent writing a blog post for your website. Now think of all the people you can reach sharing this exact same content on multiple platforms? The time you save by NOT creating something new for each platform you're on is worth reformatting a few lines of text.

STAY SPONTANEOUS

This workbook is designed to help you plan ahead and make creative decisions when you're not in a state of panic. You'll find you have time for spontaneous inspiration, so take advantage of that too! If all you offer is planned or staged posts, your online brand will feel stale. Allow for spontaneity. It's the right spice you need for impactful content.

CHOOSING THE RIGHT PLATFORM

By Beverly Kesse, Social Media Strategist

Which Platform Is Right For You

Choosing the right social media platform for your business is an important decision. There are a few things to consider, like your brand identity, target audience, and your overall business goals.

Understanding Your Target Audience:

- How old do you want your audience to be? What are their interests behaviours, and what do they like to do? Where are they on the internet?
 - For example, LinkedIn might be a good choice if your target audience is primarily professionals. Instagram or TikTok might be more suitable if you're targeting a younger and more visually active audience.
 - Facebook and X (Formerly Twitter) have a broad user base, appealing to various demographics.
 - Instagram and TikTok are more popular among younger users and those interested in visual content.
 - LinkedIn is a professional network ideal for B2B, thought leadership and career-focused content.
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Understanding Brand Identity

- It is important to choose platforms that showcase your visual elements effectively. Brand identity combines personality, values, voices, and visuals that set you apart from others.
- For example, platforms like Instagram or TikTok may be the best fit if your brand relies on visuals and an authentic approach.

It's not always necessary to be present on every social media platform. Spreading yourself thin won't bring you the success you desire. It is better to focus on one or two platforms rather than all of them. A robust and engaged audience and presence on two platforms will always be better than a weak presence on many. Remember to focus on platforms that align closely with your audience and business objectives.

PERFECT CONTENT PLANNER

JANUARY

KEY THEMES

- ☐ New Year, New You
- ☐ Jobs and careers
- ☐ New Year's Resolutions
- ☐ Mental Health (Blue Monday is the third Monday of the month)



Seeing Beyond the Editorial Calendar

This workbook follows the editorial calendar, but sometimes pitching your own problems can be the best starting point. Here are some other sources for ideas not found on these pages:

- ✓ Listen and learn at parties or social gatherings. These people are a demographic some show wants to hit. What are they dealing with and can you help them? That's a segment.
 - ✓ What's going on in your life? Give people a sense of what's happening behind-the-scenes that support your underlying values. Be the brand
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PERFECT CONTENT PLANNER

WORK OUT YOUR IDEAS

Compelling content is unique to you and your point of view. Yes, we're assuming our following is going through the same issues.

It's more important to highlight why YOU are the solution

1. What are the common problems I face in the month ahead?

2. Is there anything different about this year?

3. What current events might impact how people experience this?

4.

What unique way have I solved a similar problem in the past?

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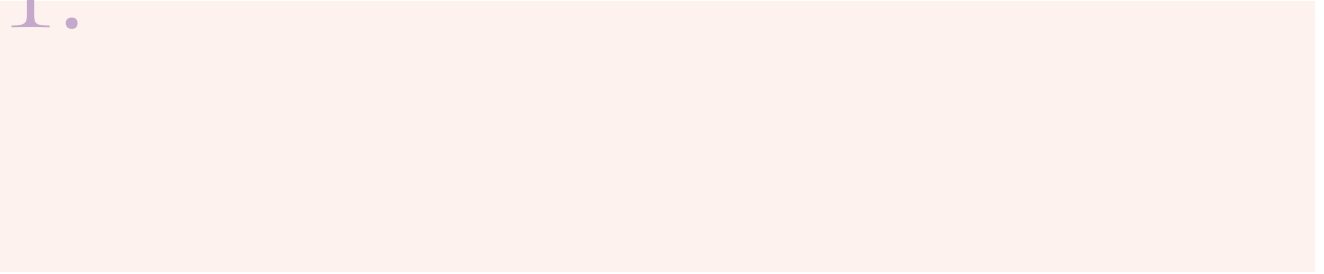
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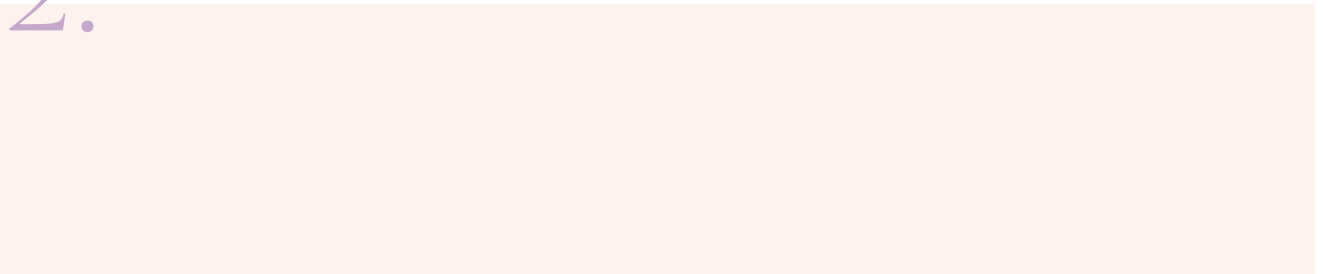
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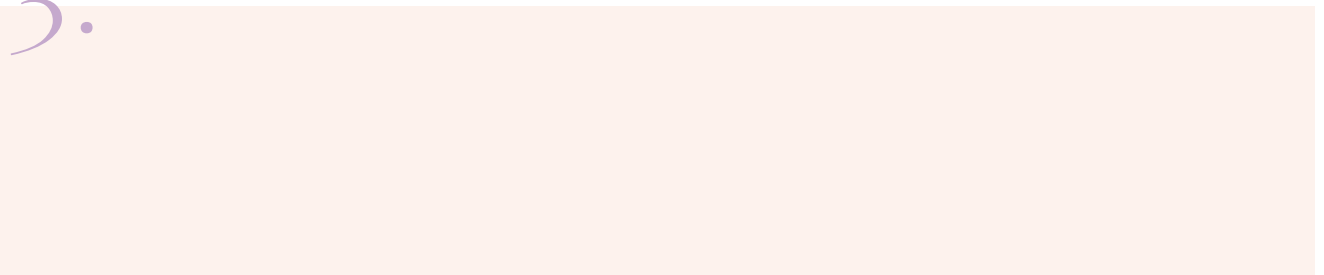
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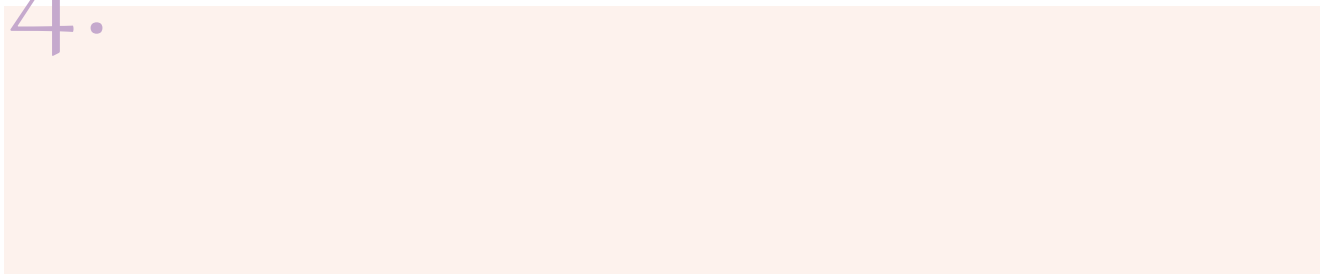
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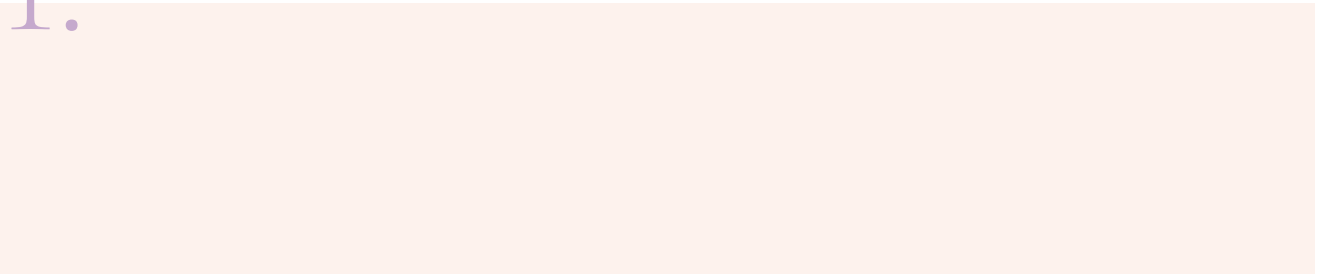
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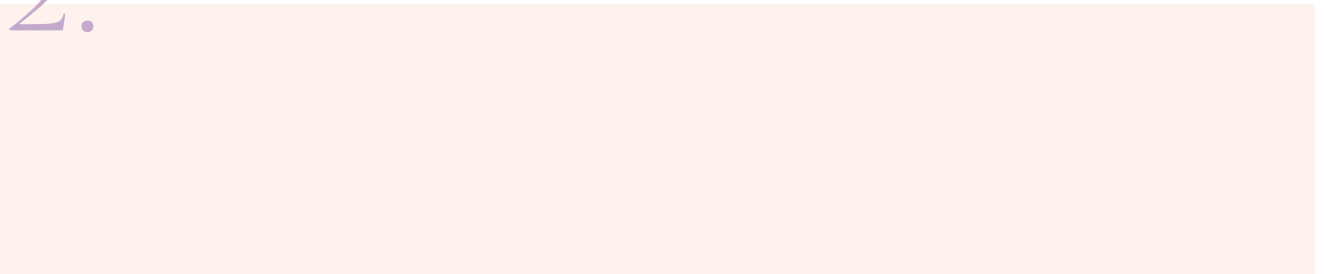
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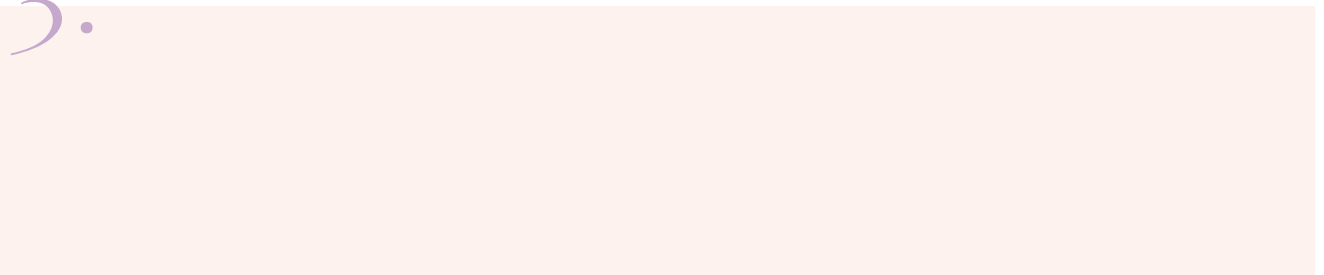
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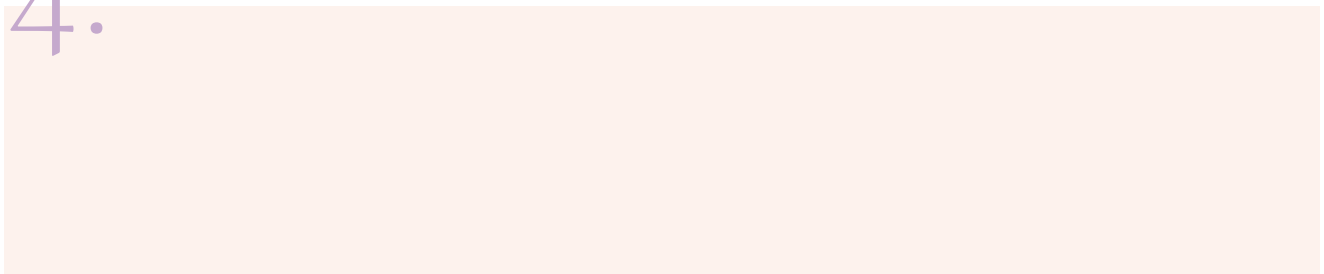
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PERFECT CONTENT PLANNER

FEBRUARY IDEAS

THEMES

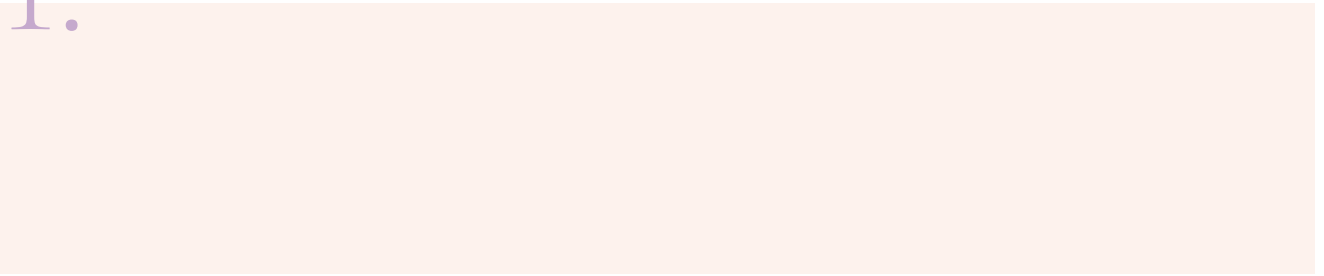
- ☐ Black History Month
- ☐ Heart health
- ☐ Winter
- ☐ Finances (in Canada RRSP deadline is end of February)



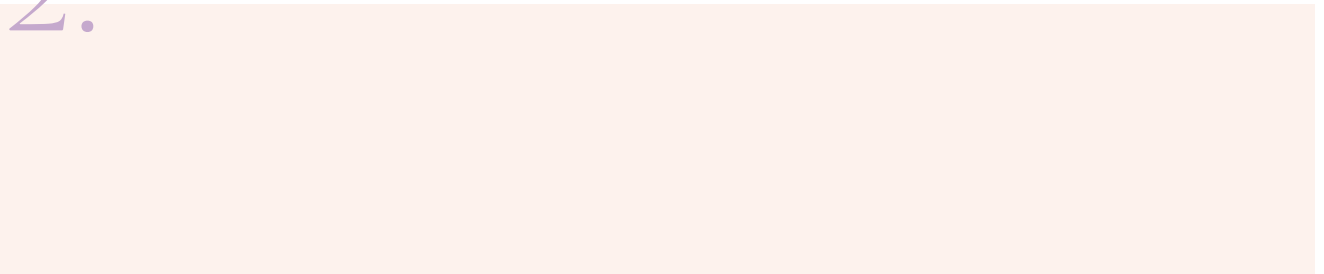
KEY DATES

- ☐ Groundhog Day (Feb 2)
- ☐ Mardi Gras/Carnival/Pancake Tuesday (Feb 13)
- ☐ Valentine's Day (Feb 14)

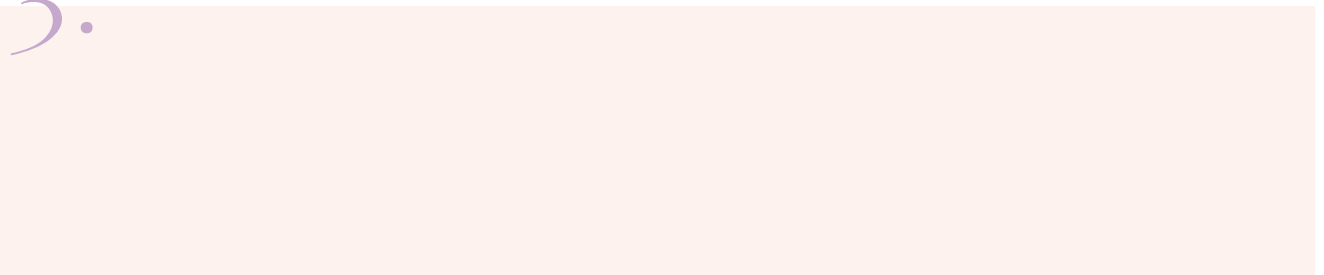
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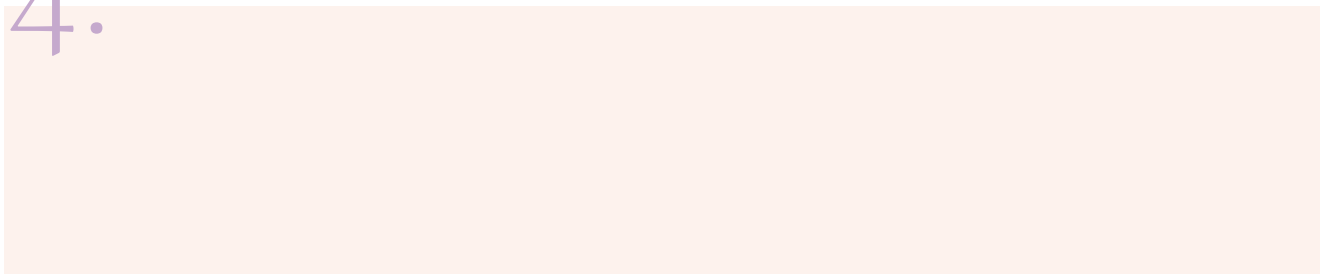
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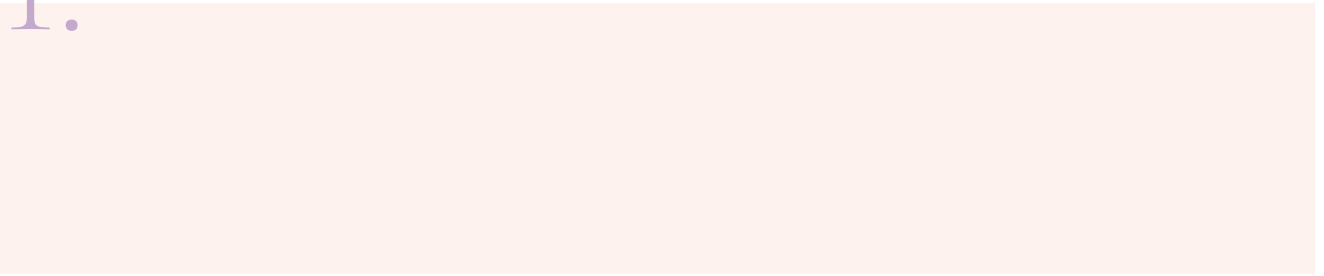
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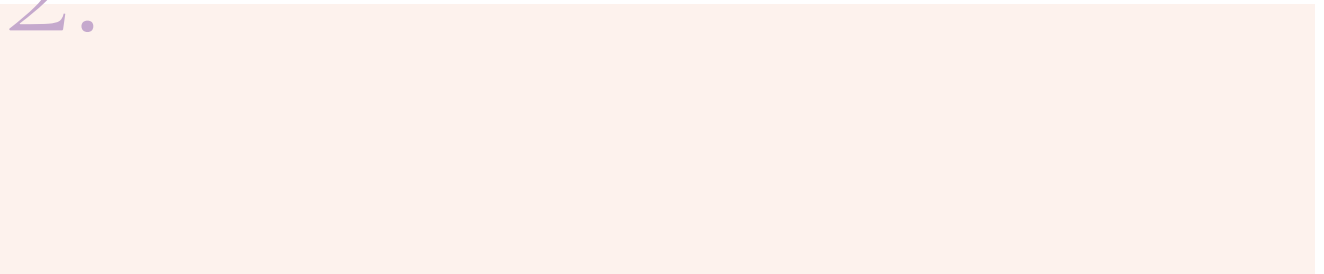
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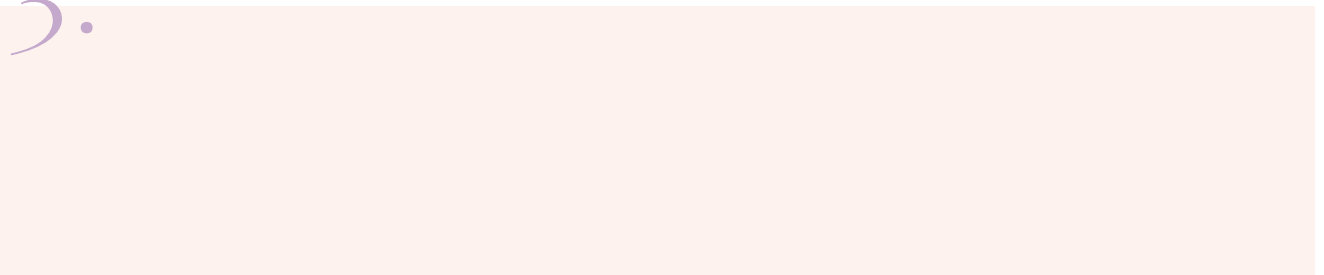
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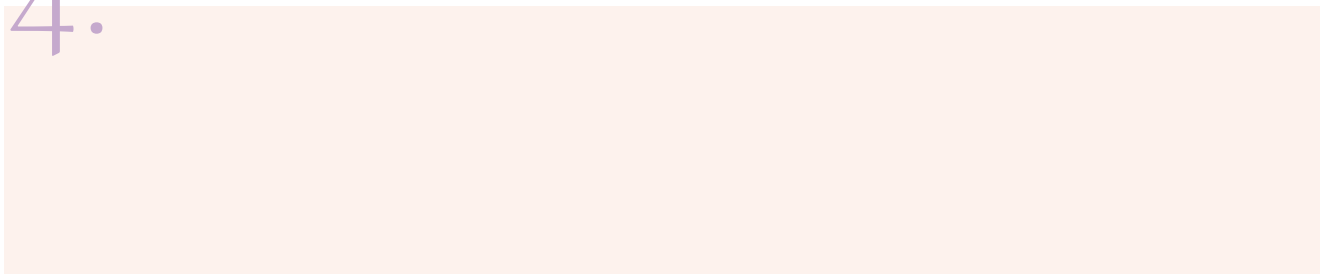
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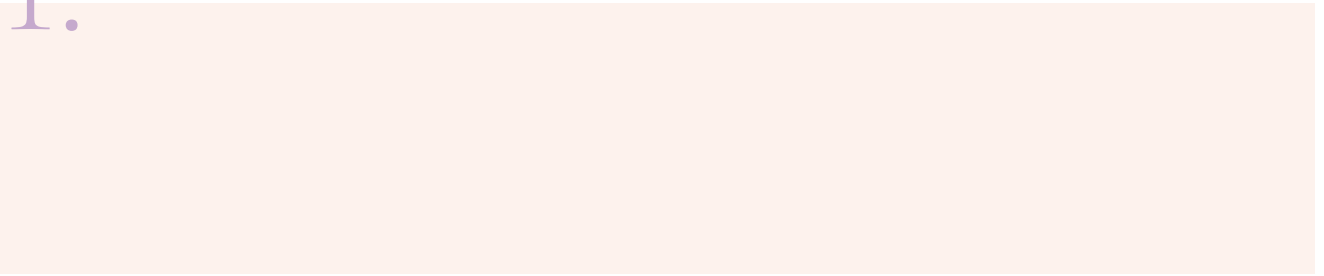
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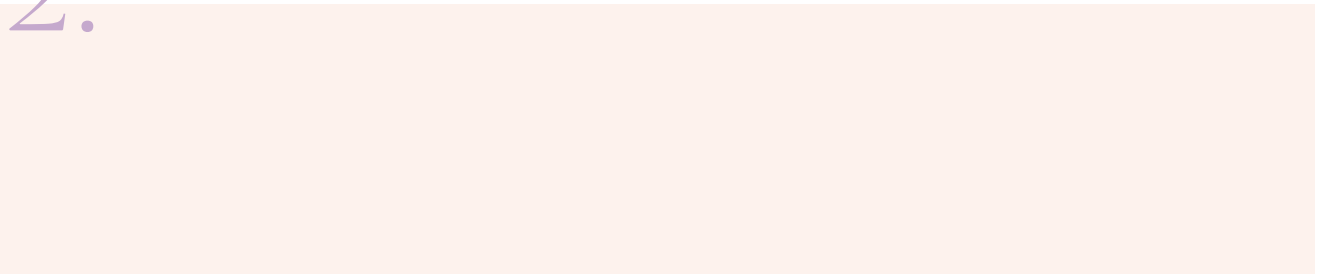
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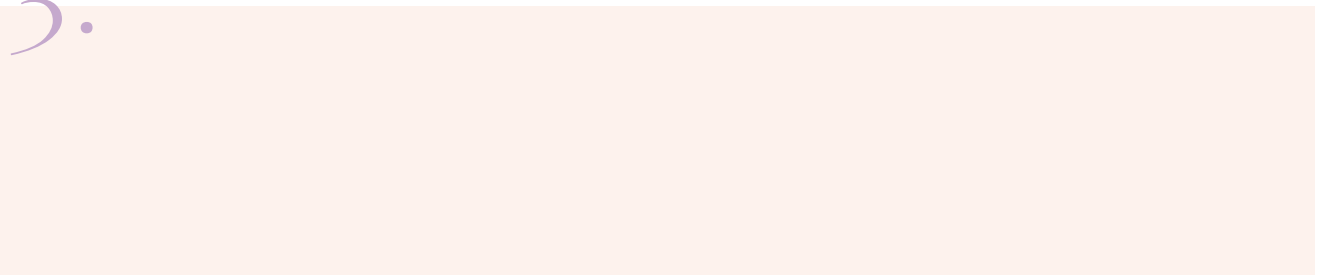
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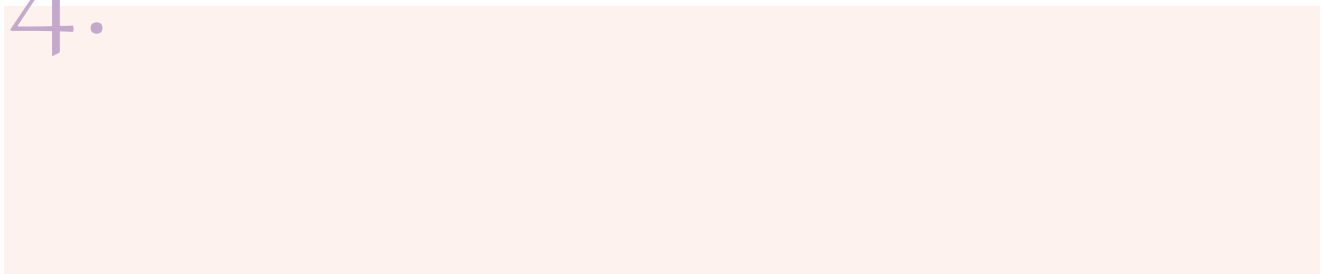
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PERFECT CONTENT PLANNER

MARCH

THEMES

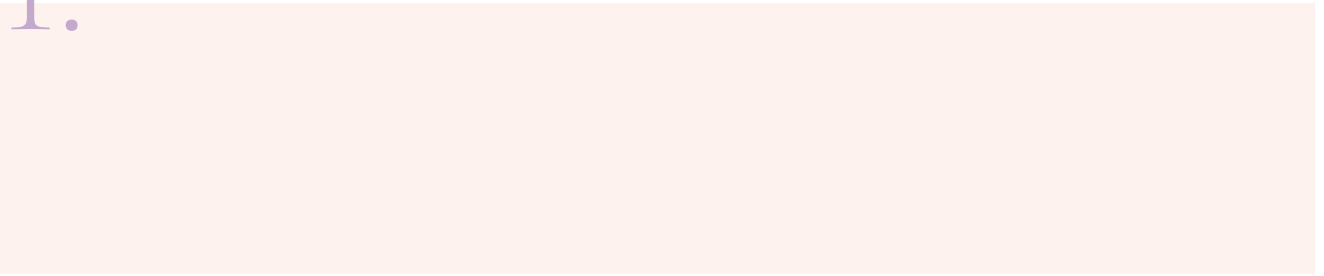
- ☐ March Break Travel: deals, packing
- ☐ March Break Activities: kids, behaviour, fun ideas
- ☐ Spring: cleaning/organizing, transition of seasons, gardening



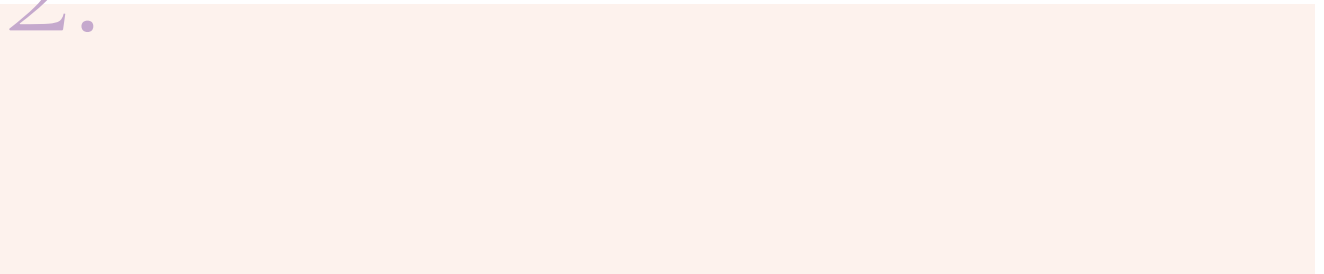
KEY DATES

- ☐ Ramadan (March 10)
- ☐ Spring Equinox (March 19)
- ☐ Nowruz (March 19)
- ☐ St Patrick's Day (March 17)
- ☐ Purim (March 23)
- ☐ Holi (March 25)
- ☐ Easter (March 31)

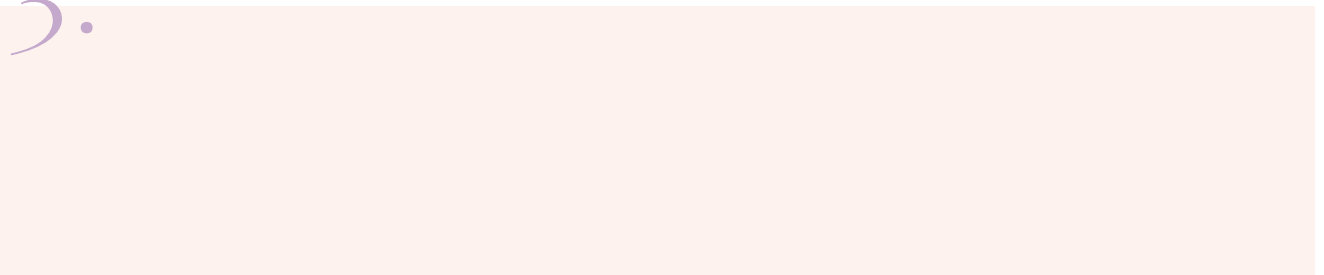
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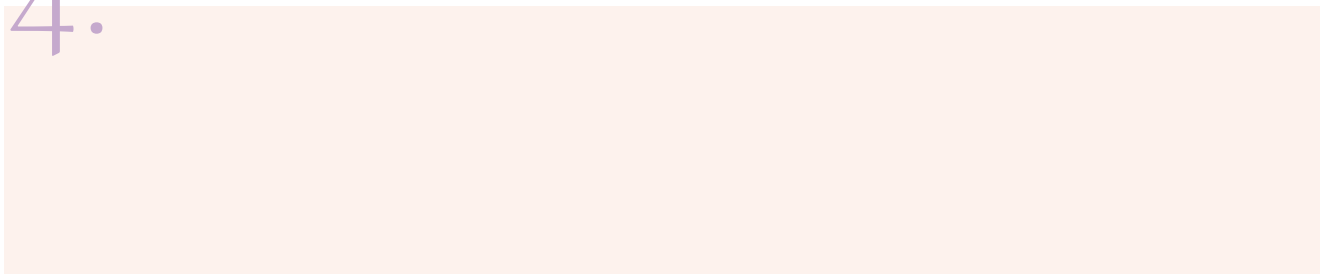
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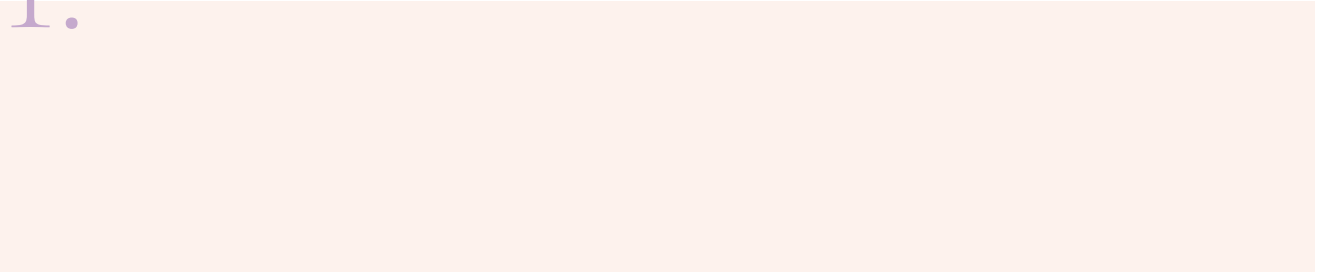
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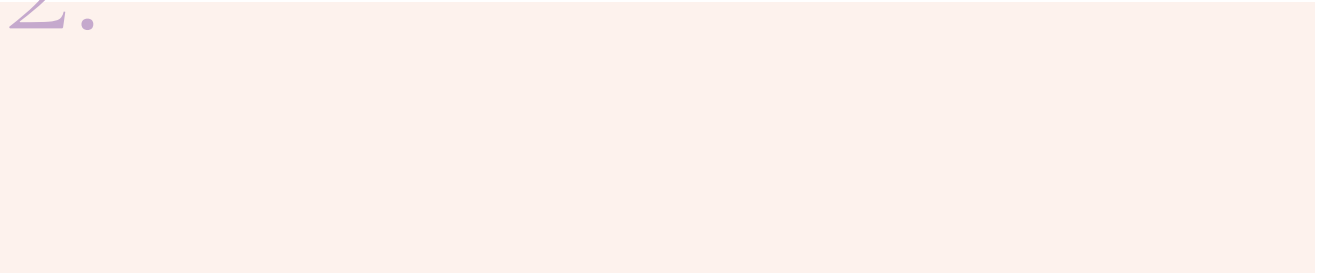
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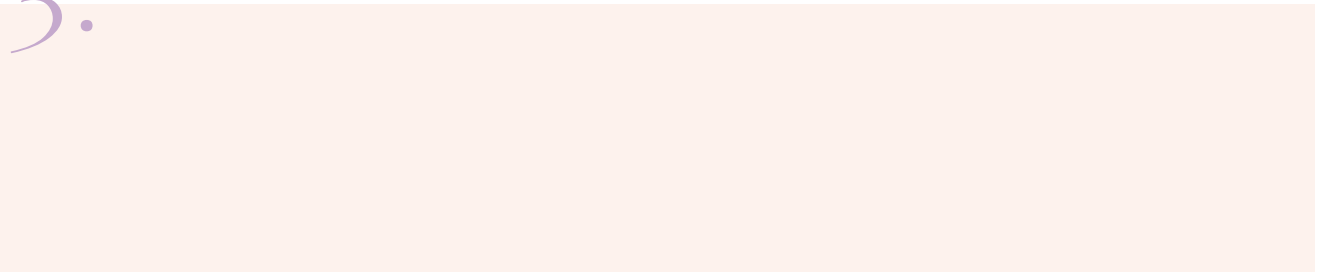
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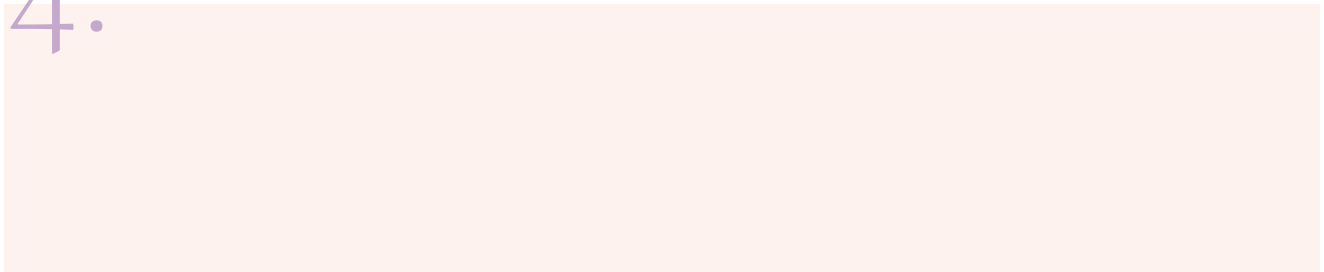
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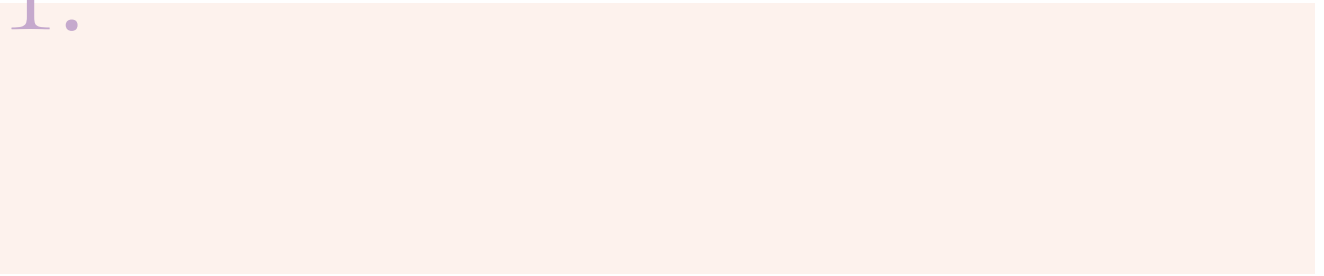
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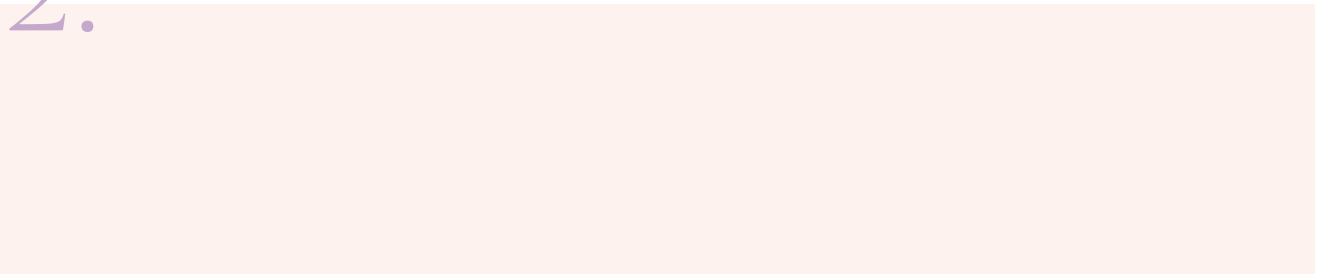
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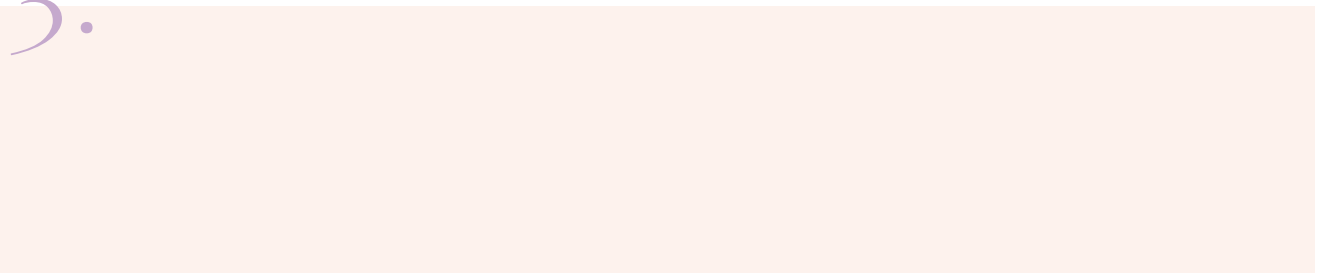
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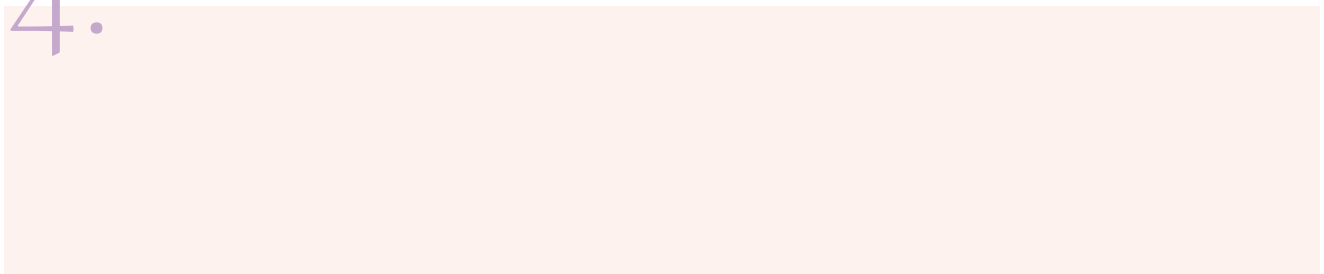
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PERFECT CONTENT PLANNER

APRIL

THEMES

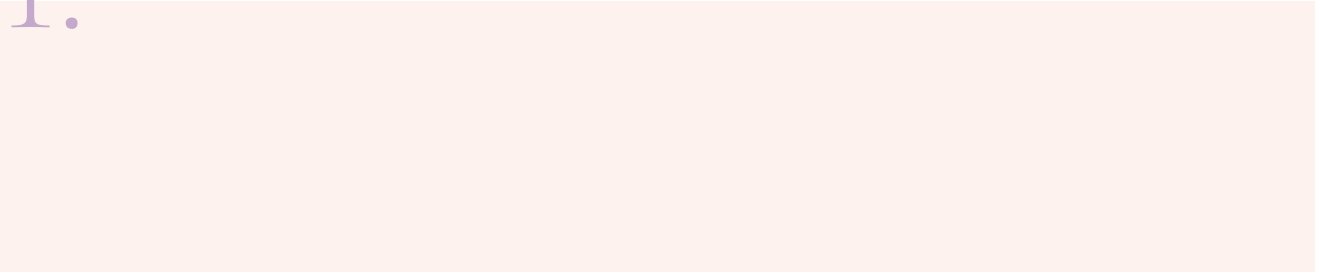
- ☐ Spring: lightening up (food, decor, wardrobe)
- ☐ Rainy day: activities, wardrobe, etc
- ☐ Renewal: gardening, lawn care, patio planning



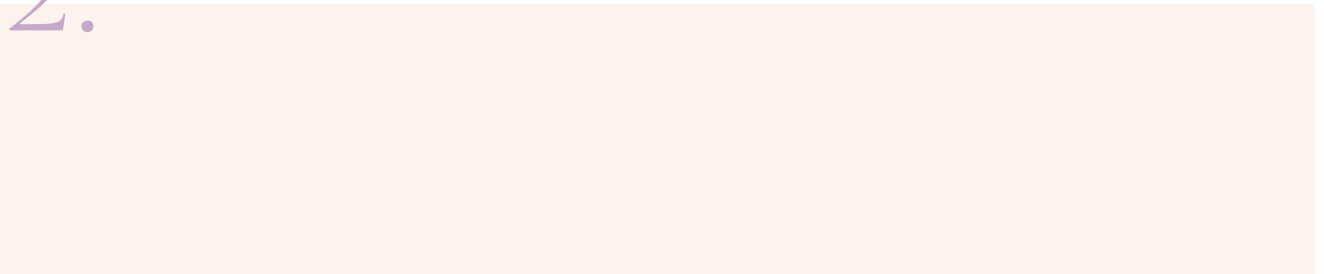
KEY DATES

- ☐ Passover (April 22)
- ☐ Eid Al Fitr (April 9)
- ☐ Tax Day - U.S. (April 30)
- ☐ Tax deadline - Canada (April 30)

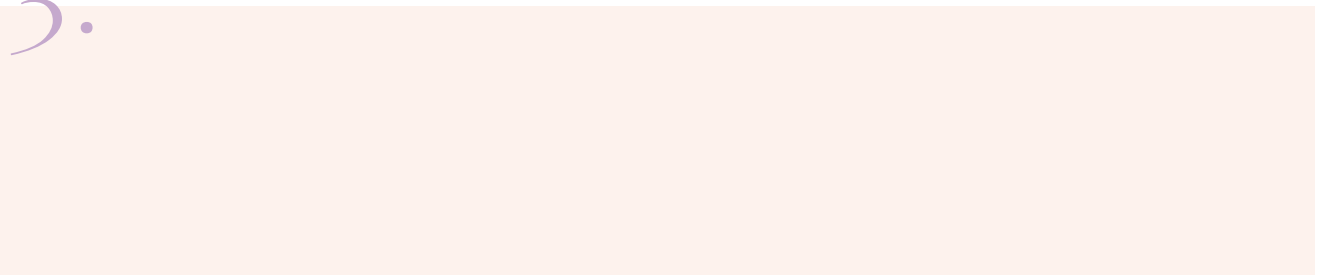
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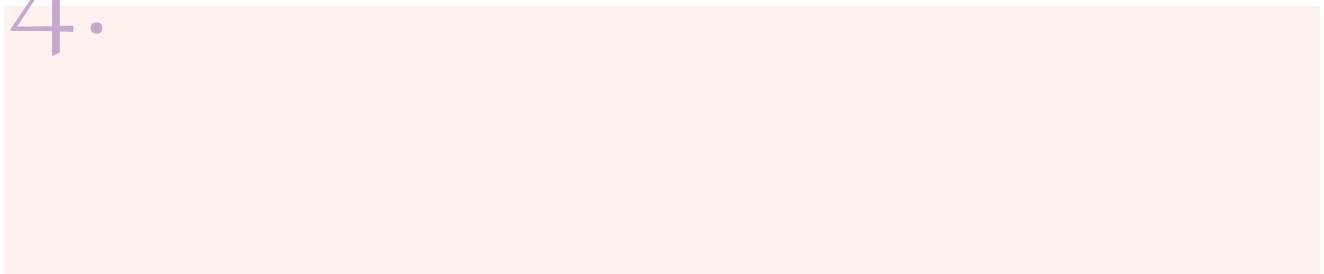
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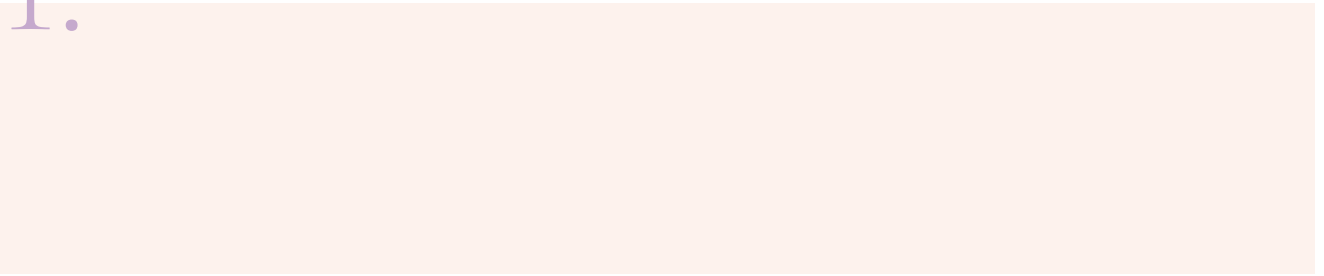
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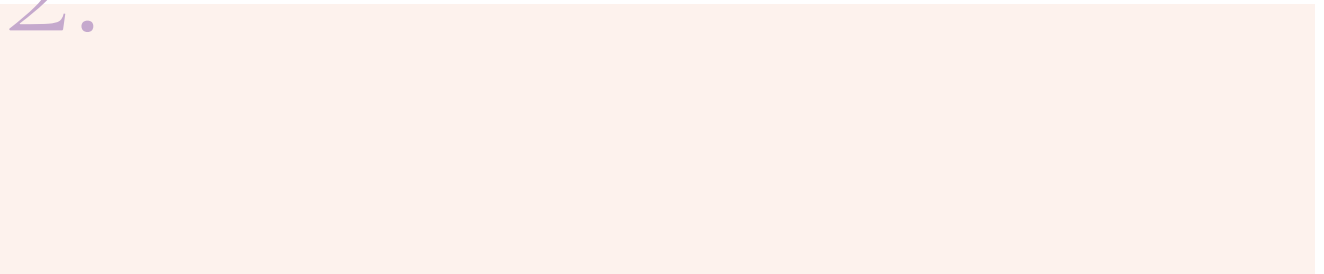
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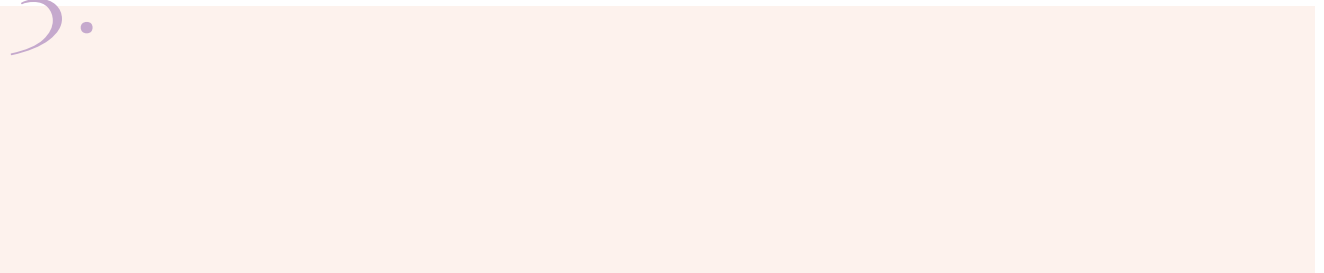
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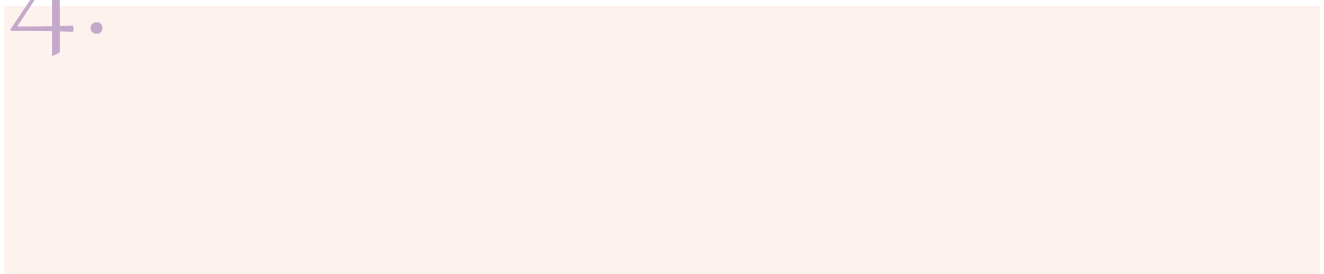
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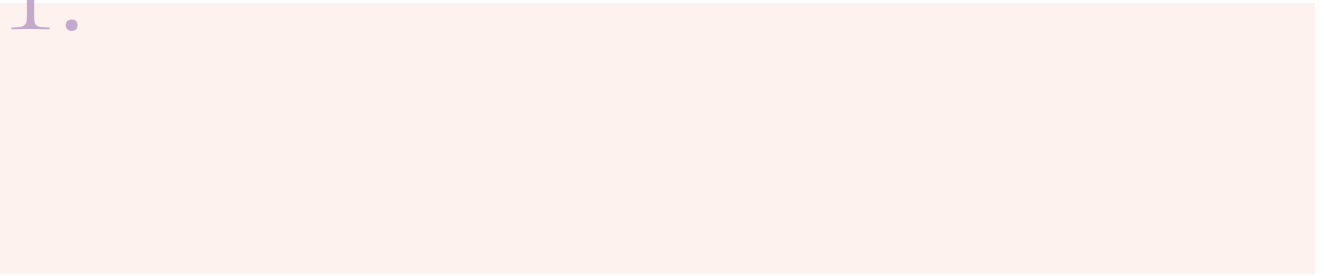
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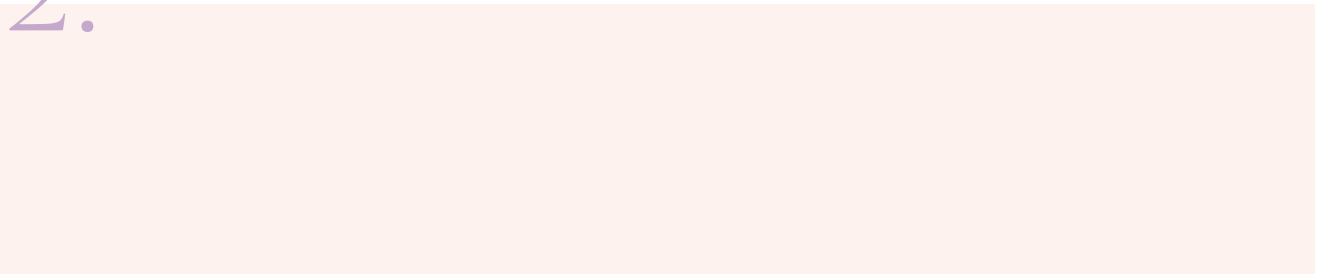
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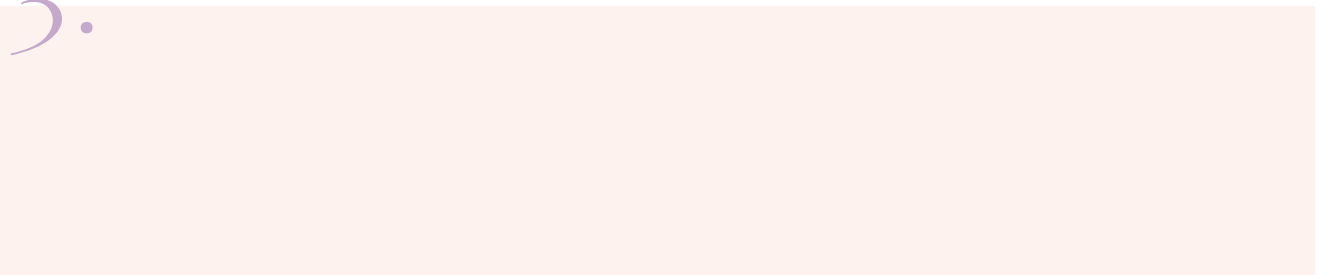
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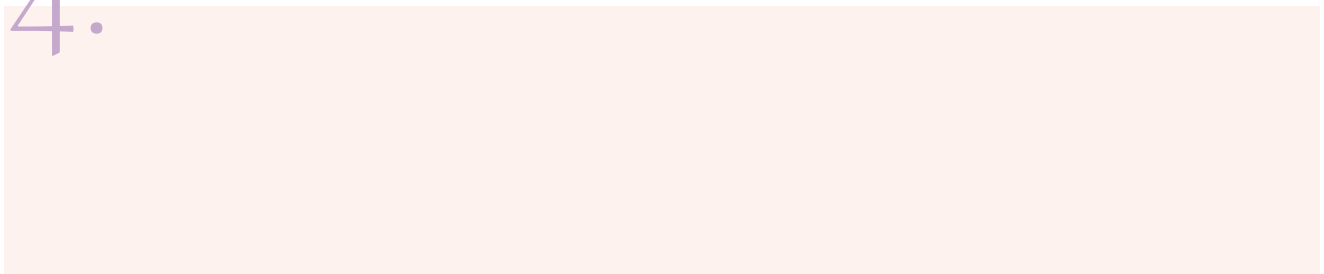
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PERFECT CONTENT PLANNER

MAY

THEMES

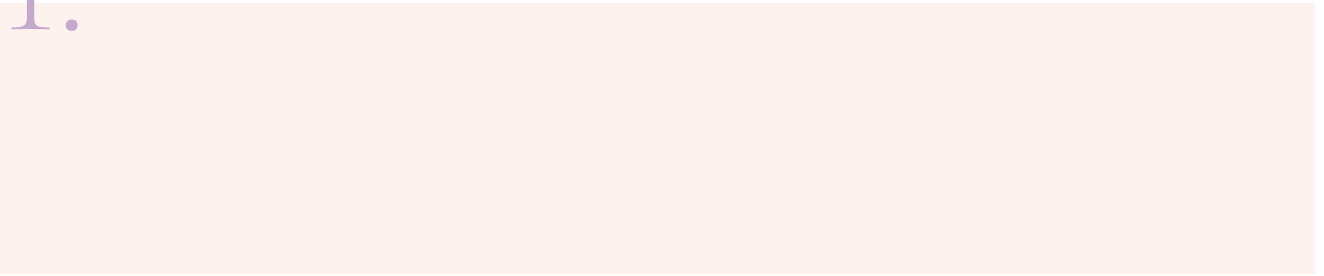
- ☐ Mothers, motherhood and babies
- ☐ Getting ready for summer
- ☐ Gardening: lawn care
- ☐ Travel



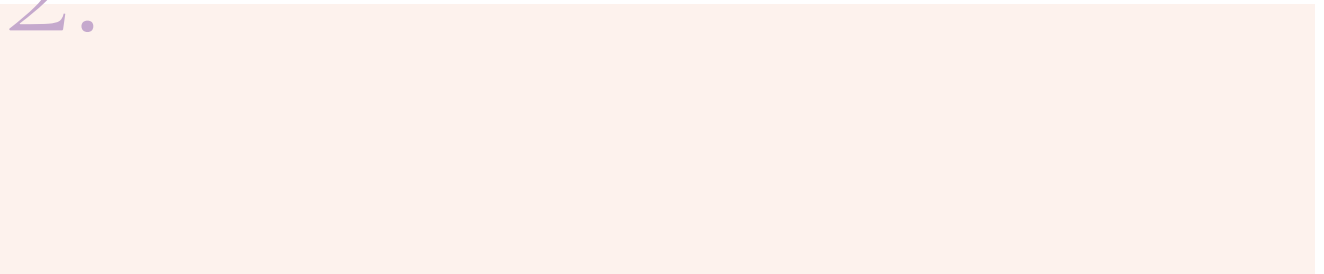
KEY DATES

- ☐ Cinco de Mayo (May 5)
- ☐ Mother's Day (May 12)
- ☐ May long weekend - Canada (May 20)
- ☐ Memorial Day - U.S. (May 27)

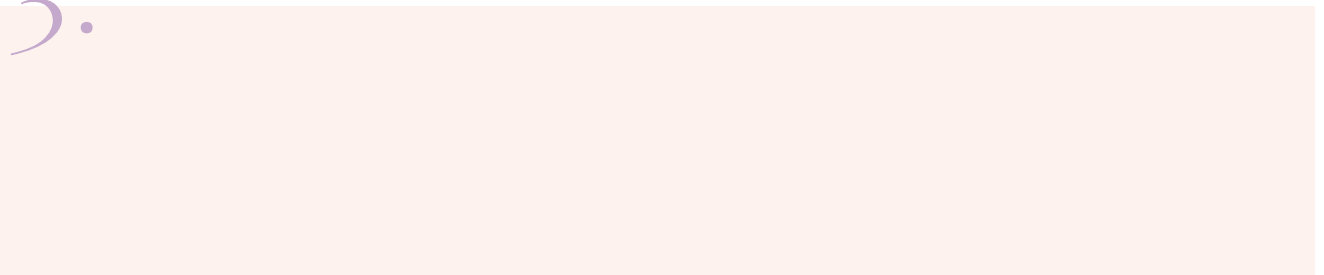
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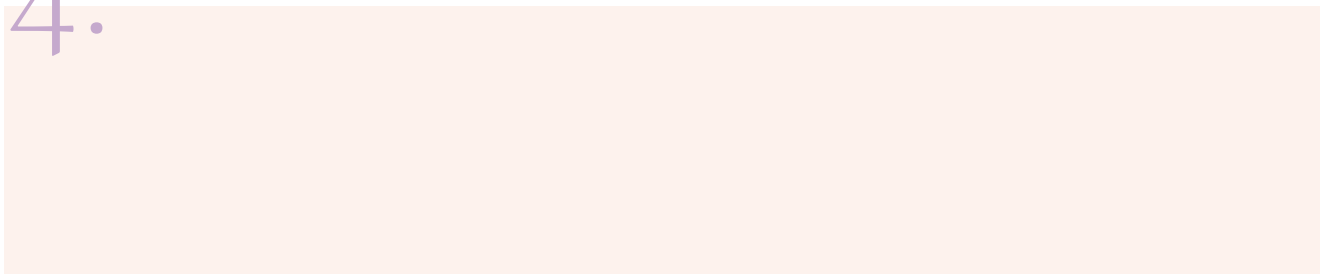
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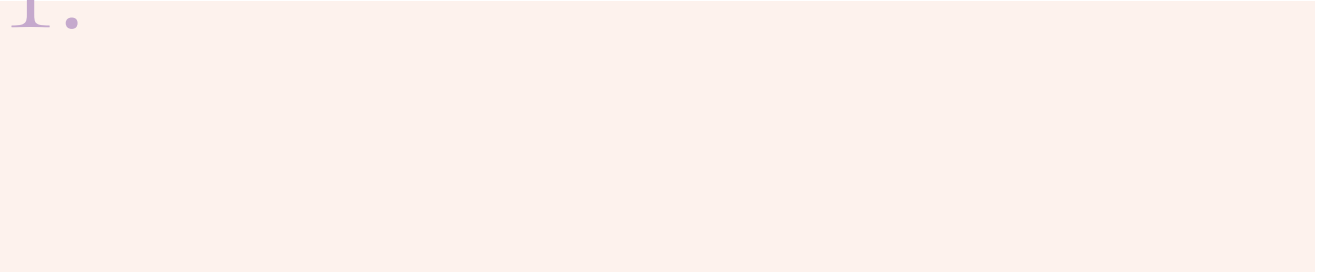
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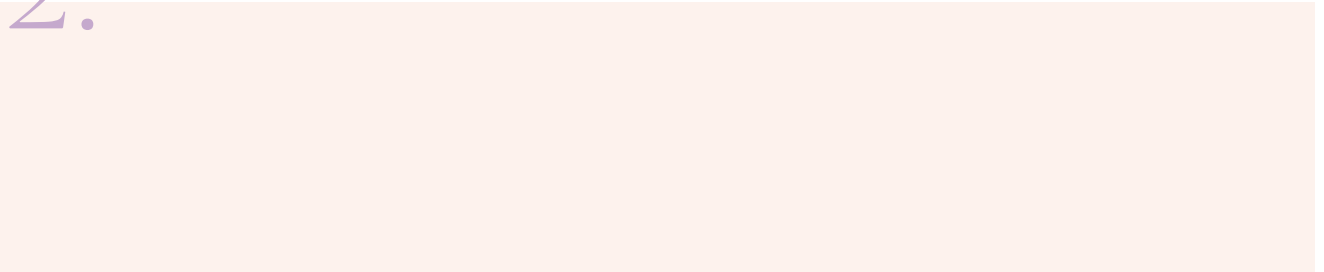
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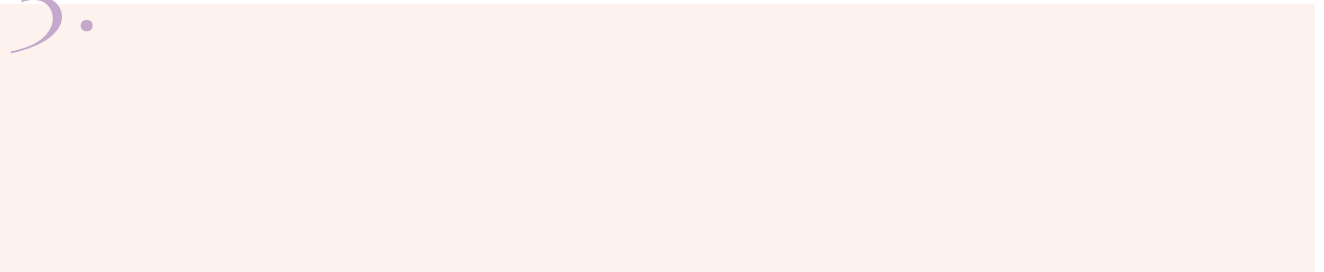
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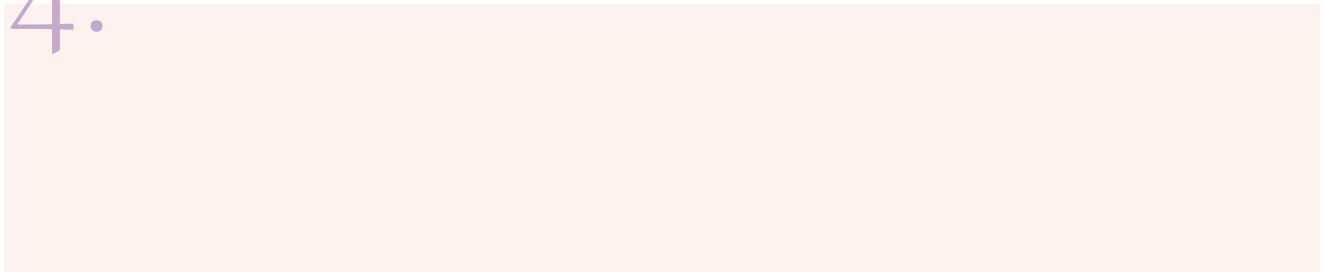
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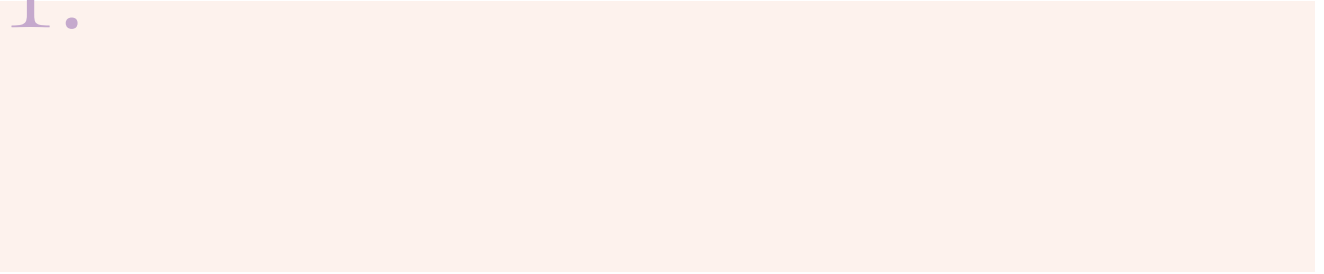
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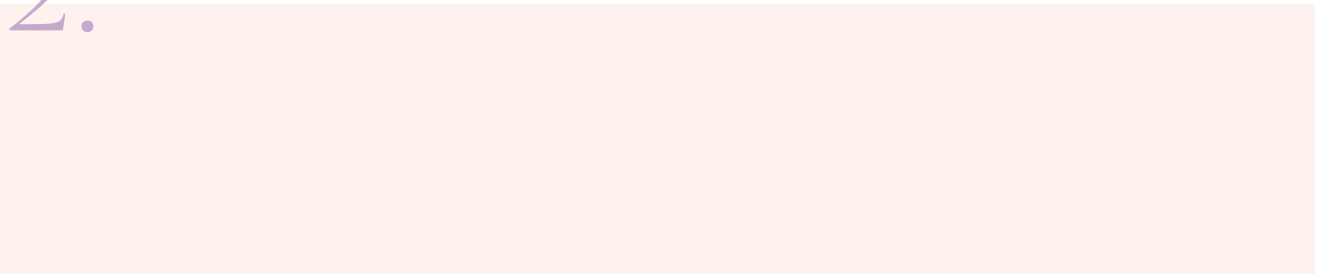
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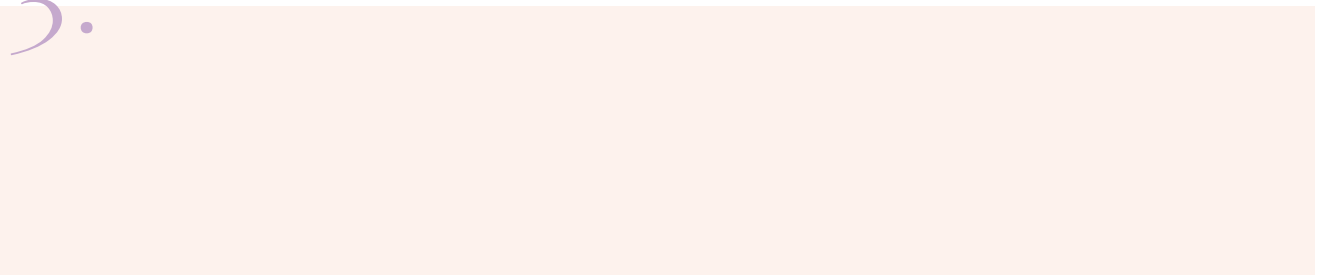
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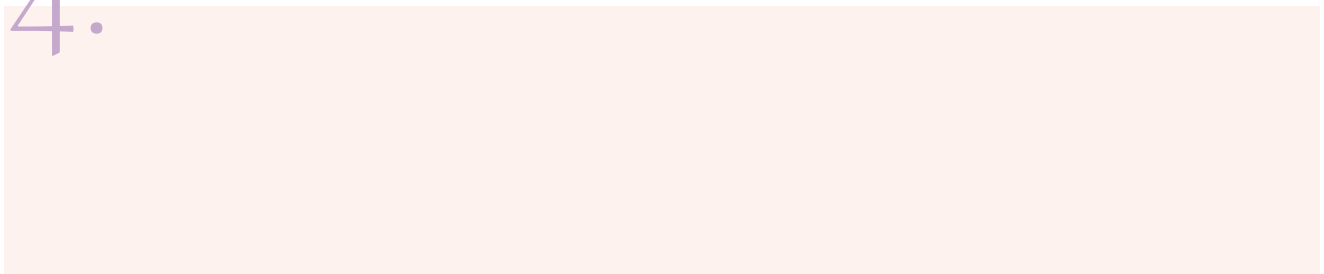
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PERFECT CONTENT PLANNER

JUNE

THEMES

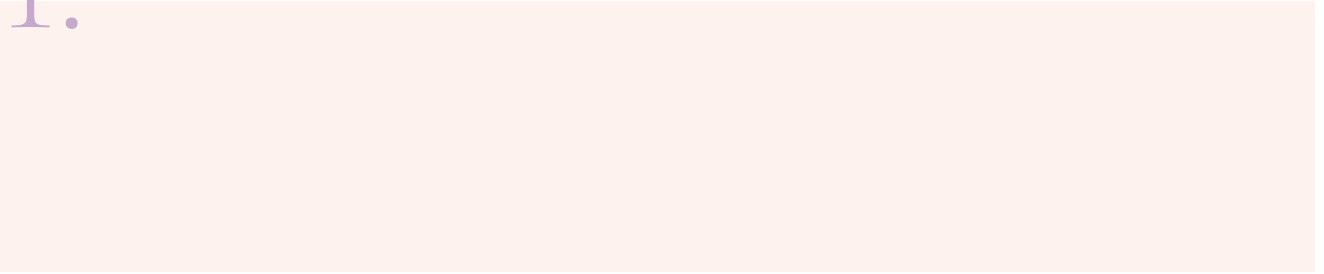
- ☐ Pride Month
- ☐ Indigenous History Month
- ☐ Fatherhood
- ☐ End of school year



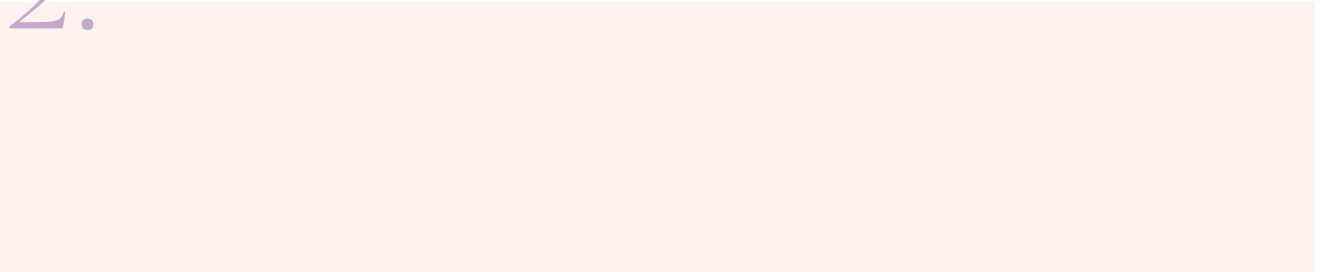
KEY DATES

- ☐ Father's Day (June 16)
- ☐ Summer solstice (June 20)
- ☐ National Indigenous People's Day (June 21)

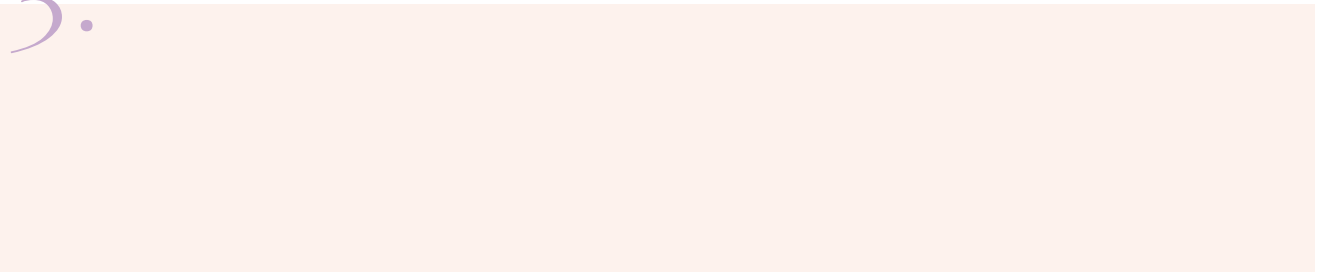
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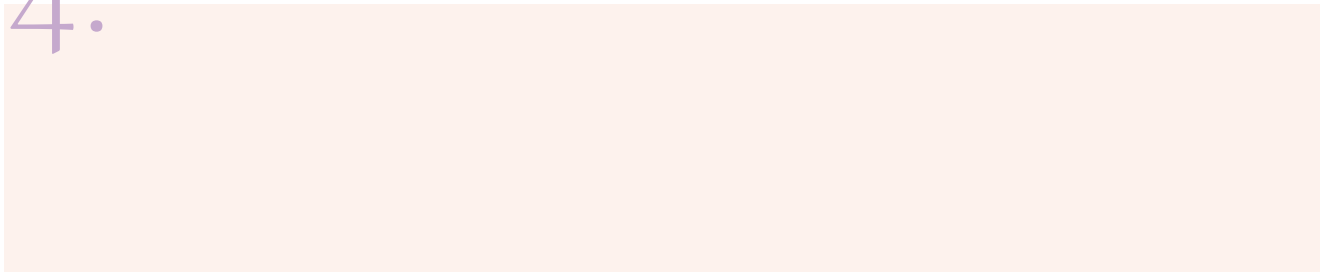
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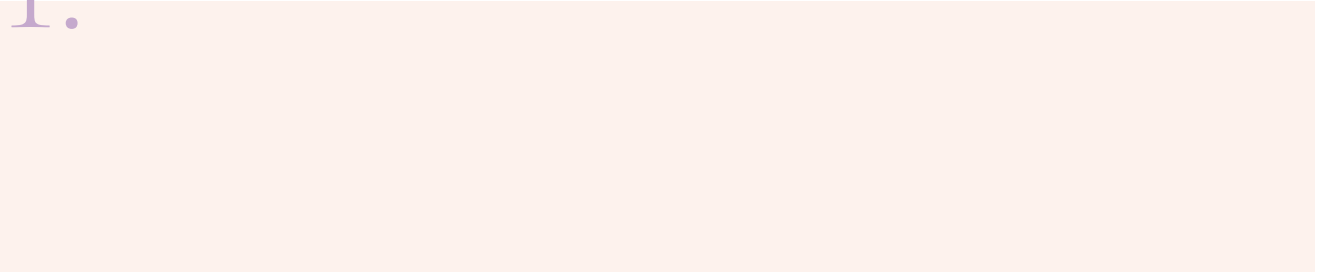
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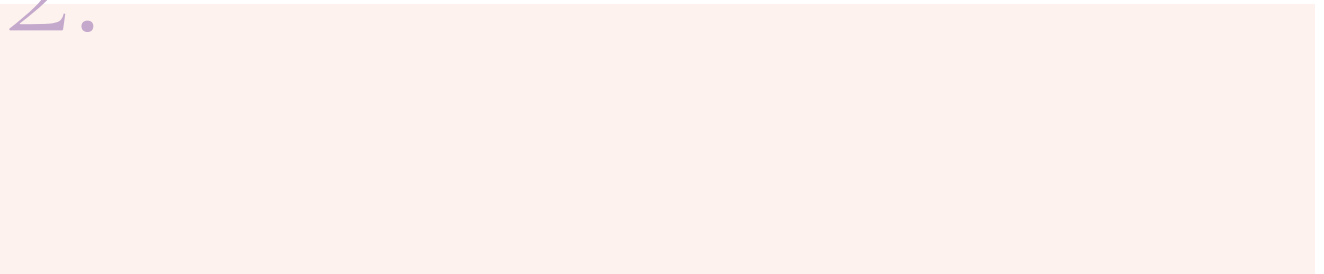
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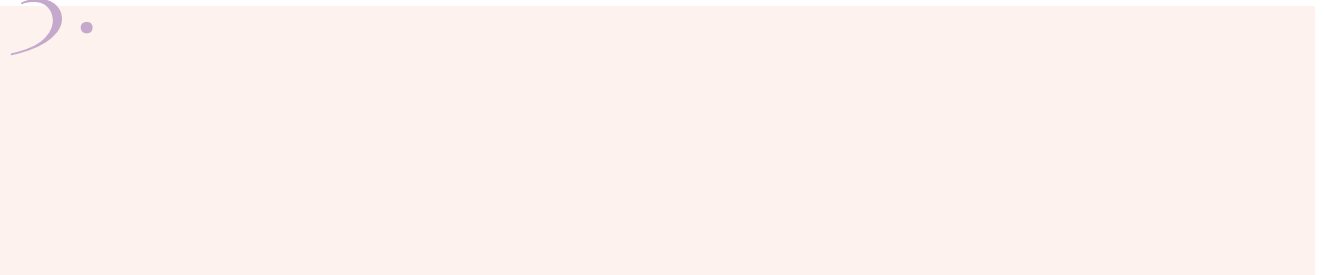
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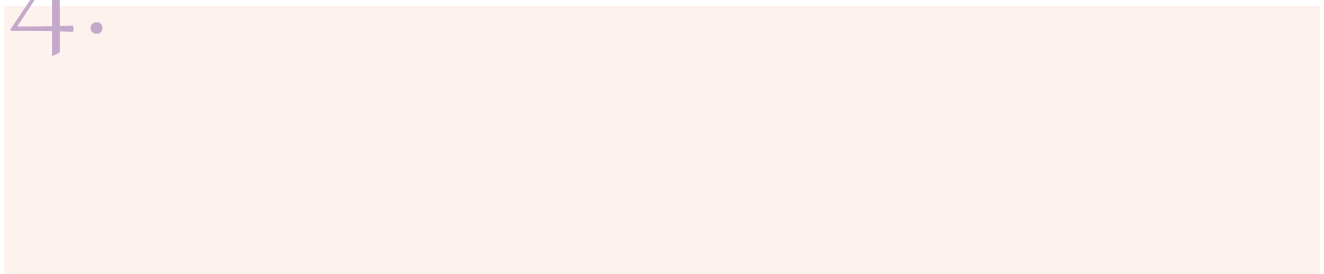
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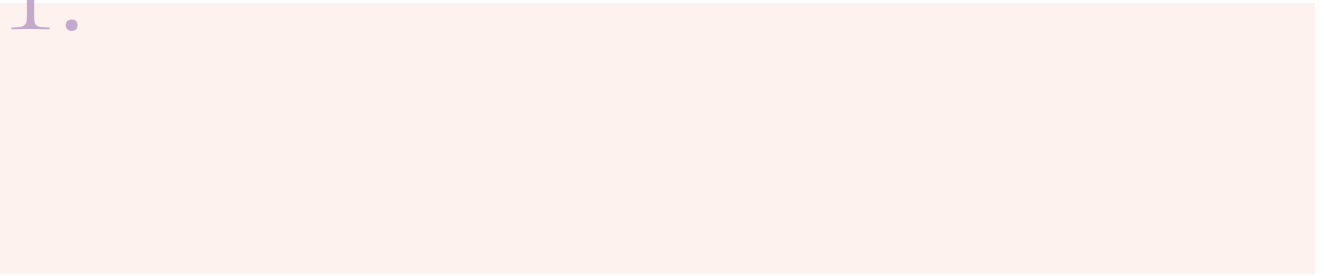
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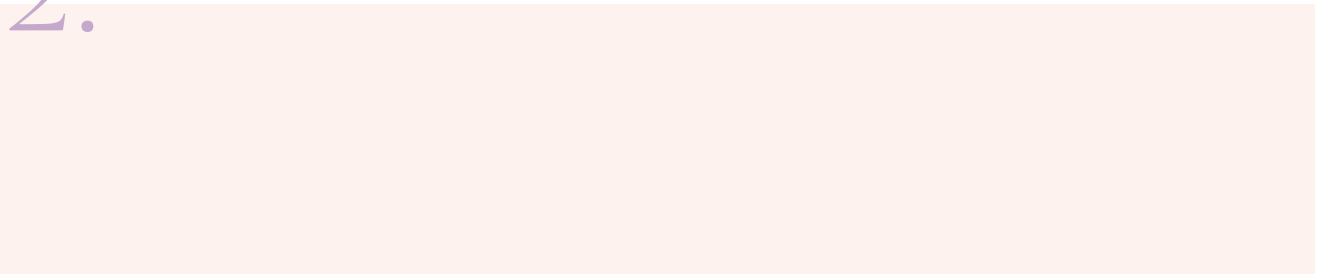
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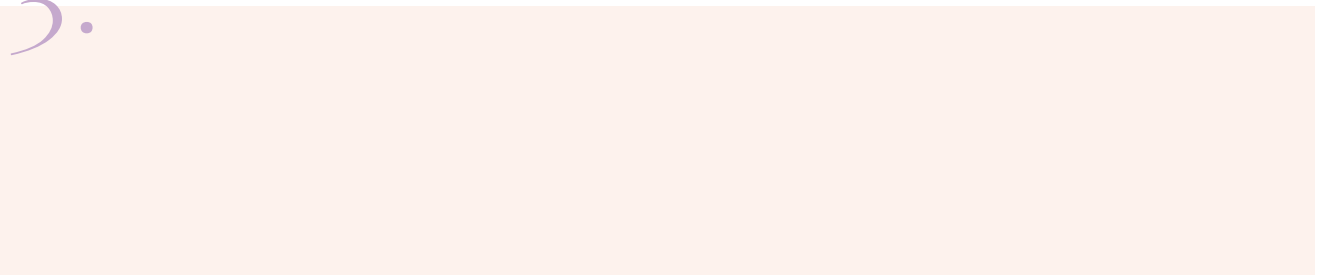
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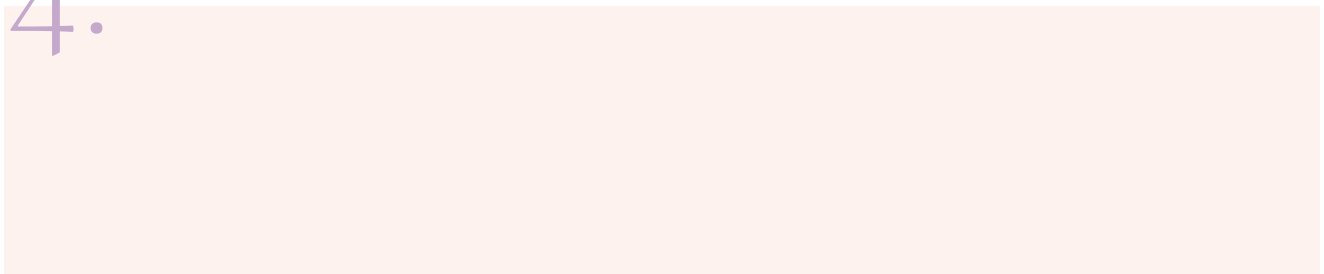
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PERFECT CONTENT PLANNER

JULY/AUGUST

You may want to take summer “off” from thought leadership; after all, people are on vacation. It’s when they’re on vacation that they’re looking to improve their lives. So offer them that!

THEMES

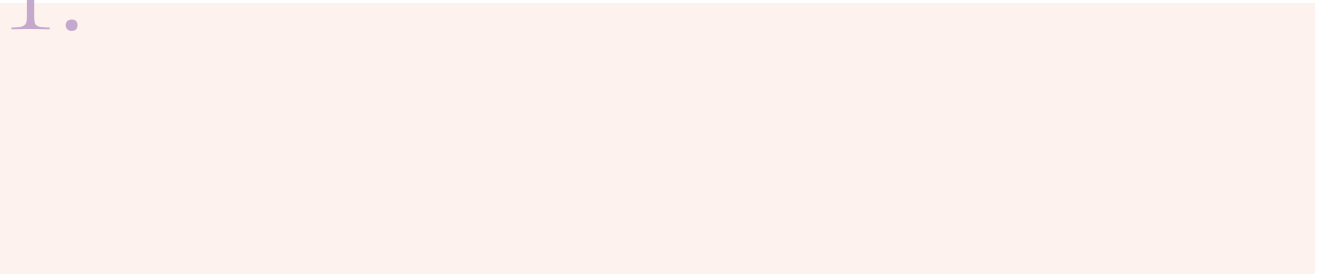
- ☐ Unwinding and having fun
- ☐ BBQ season
- ☐ Travel
- ☐ Back to school



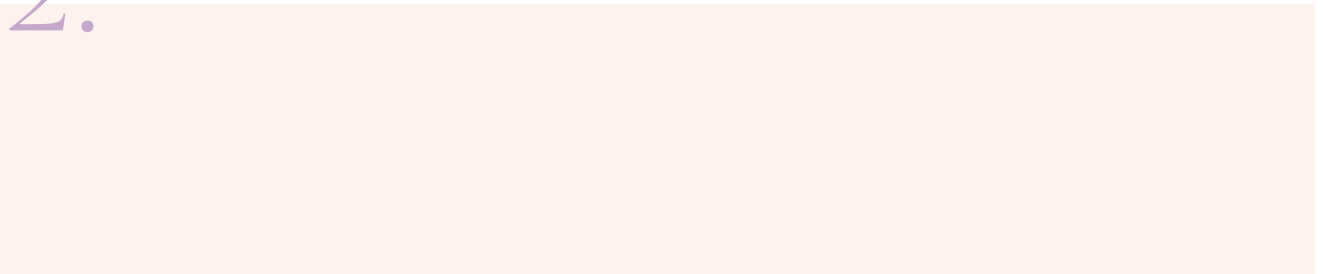
KEY DATES

- ☐ Canada Day (July 1)
- ☐ July 4
- ☐ Back-to-school programming can begin as early as August 1st

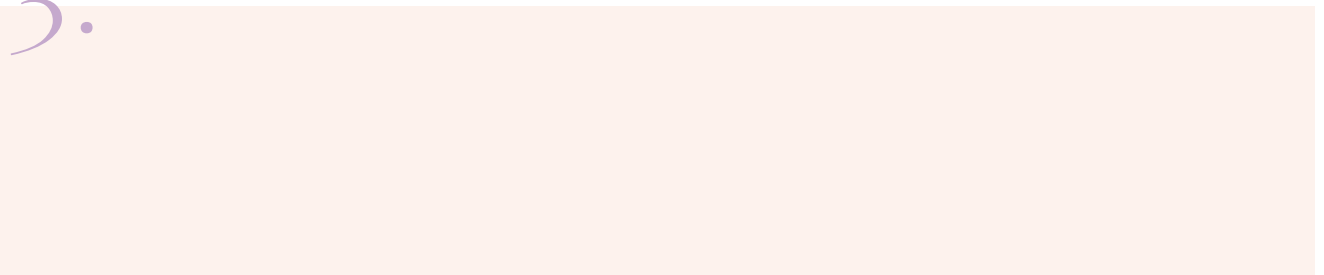
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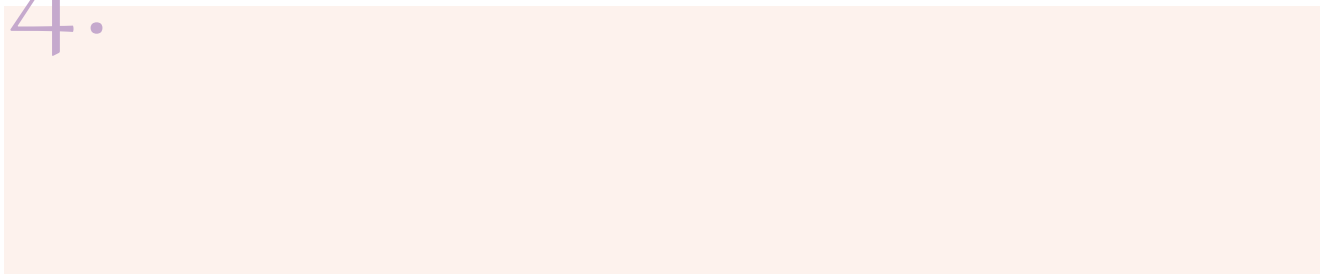
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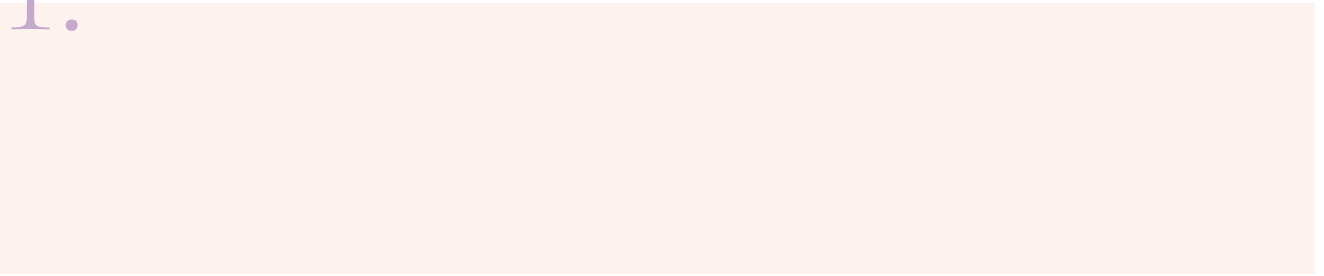
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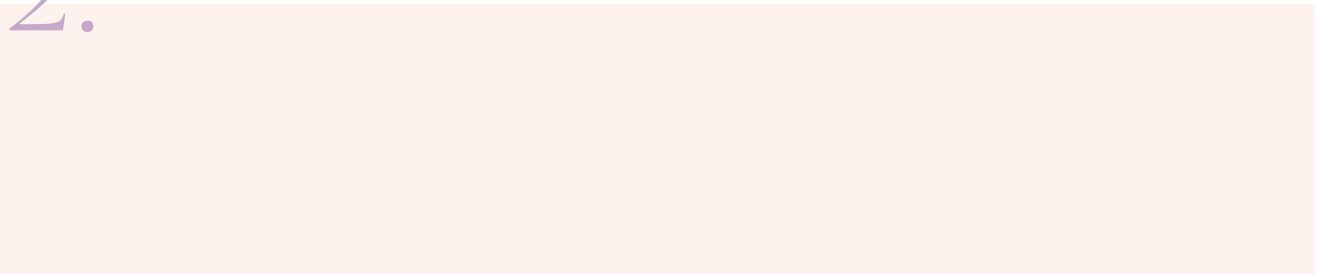
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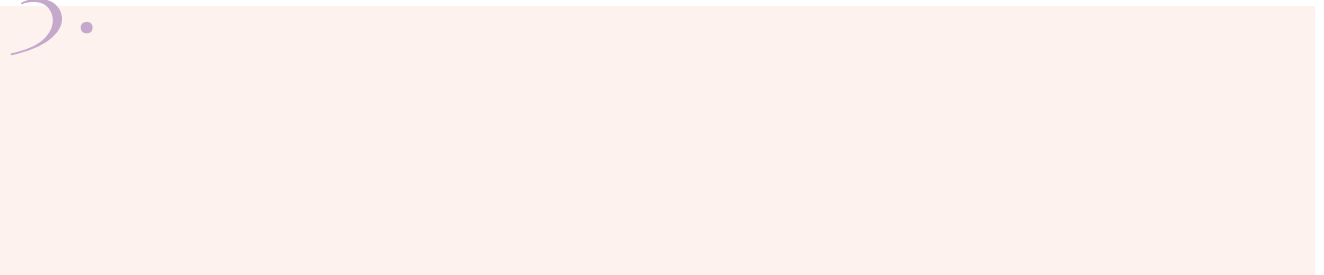
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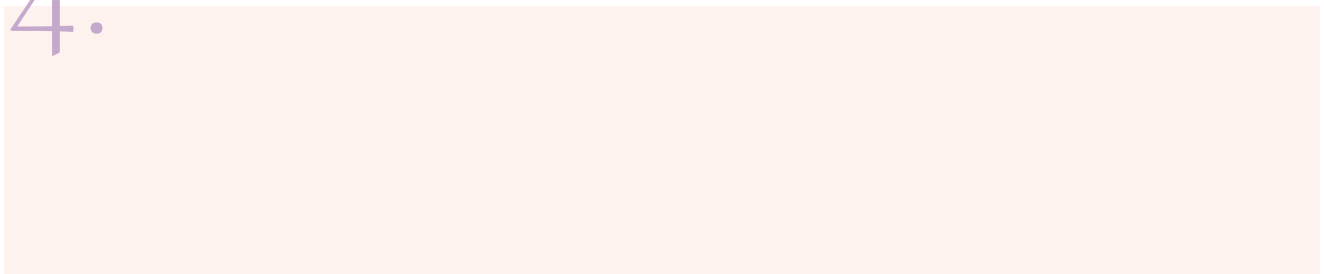
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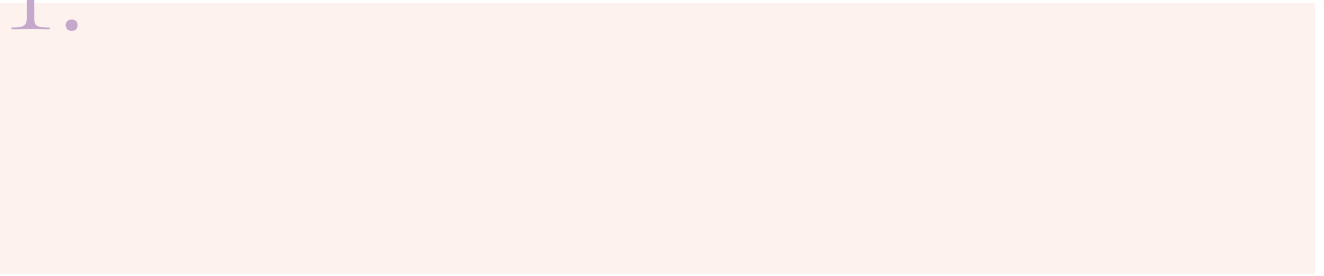
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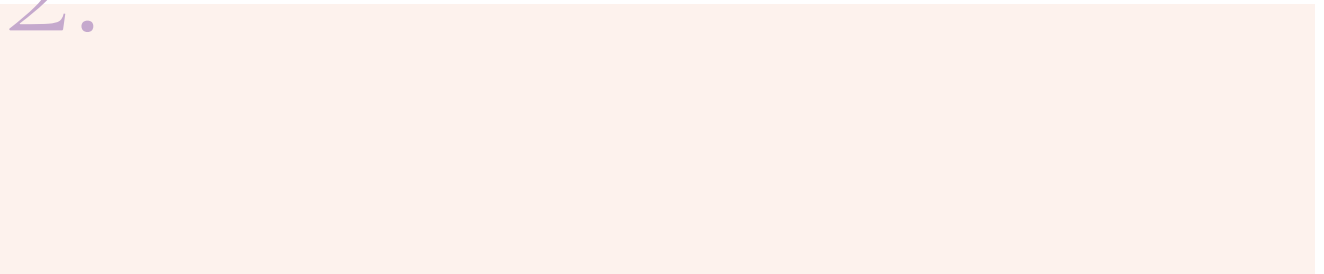
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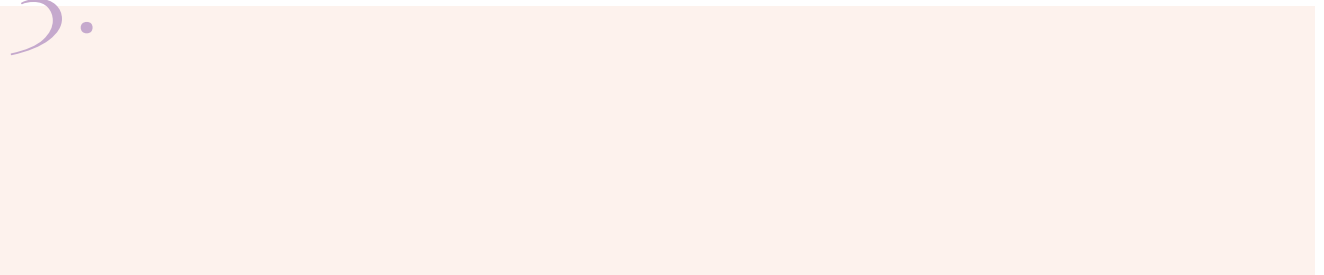
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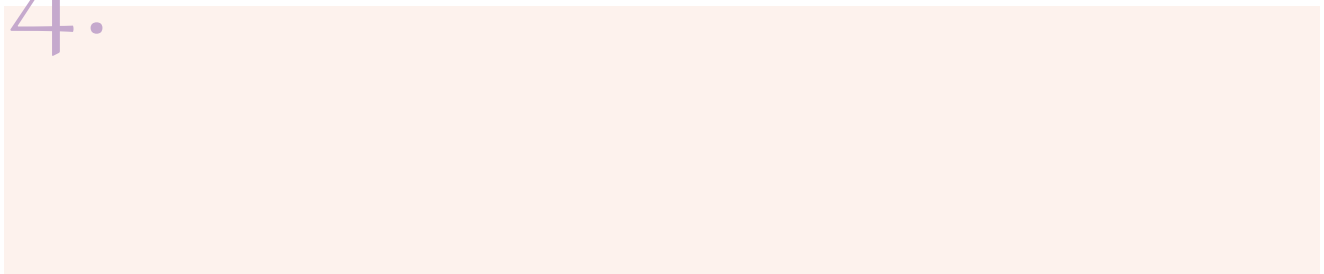
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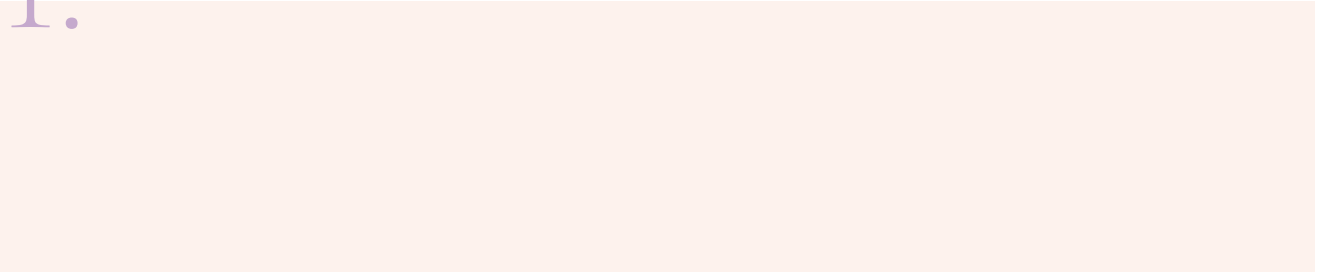
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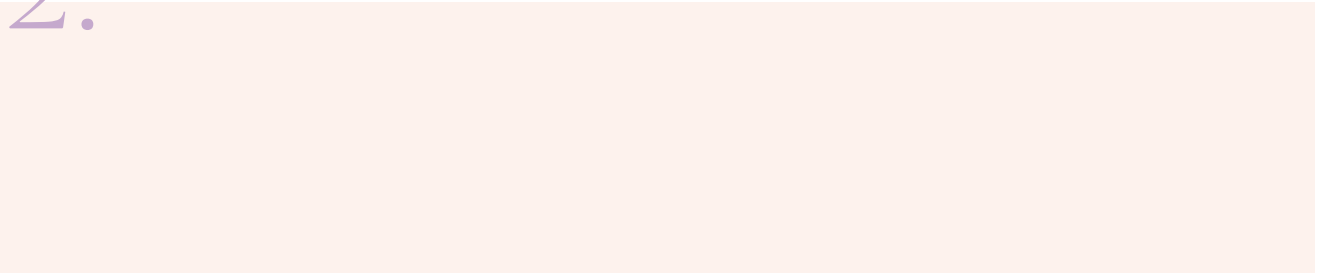
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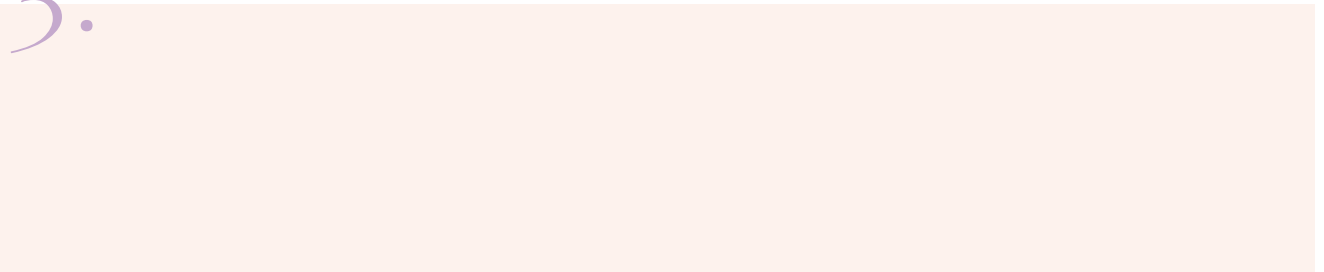
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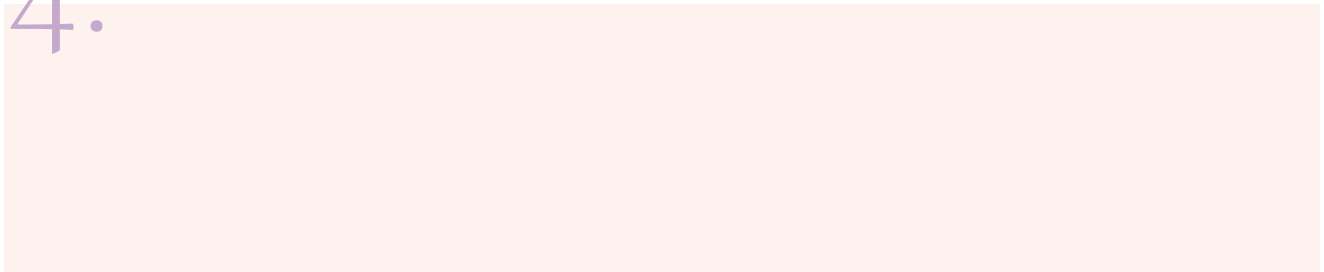
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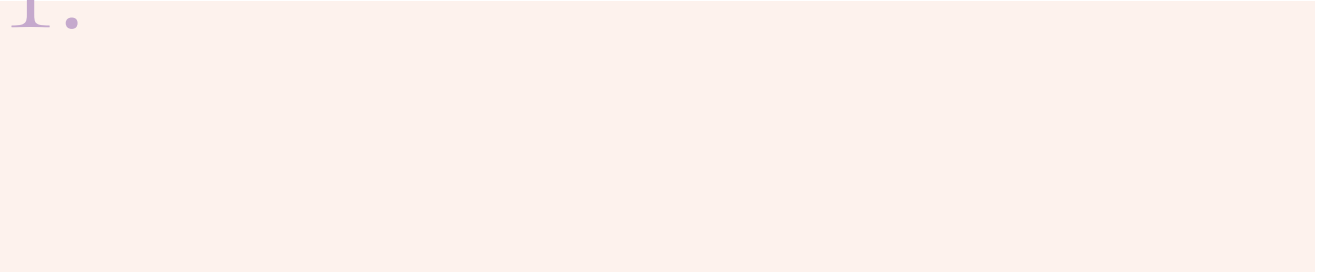
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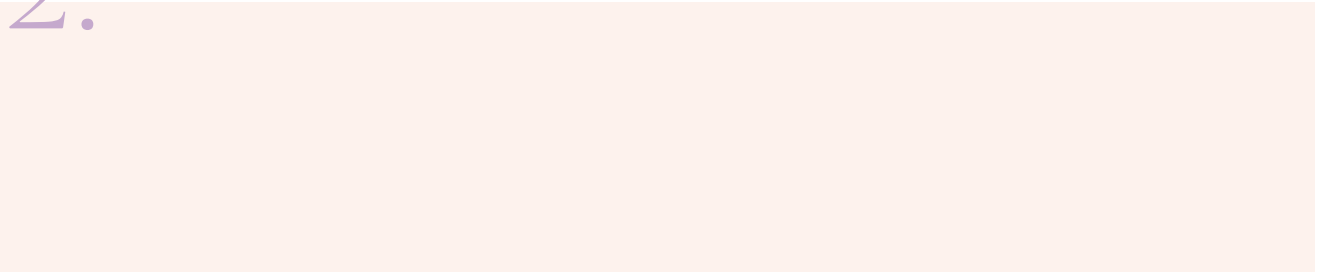
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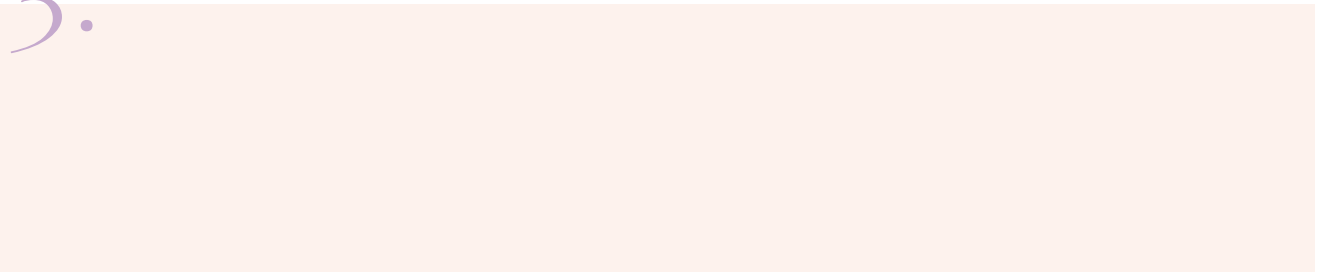
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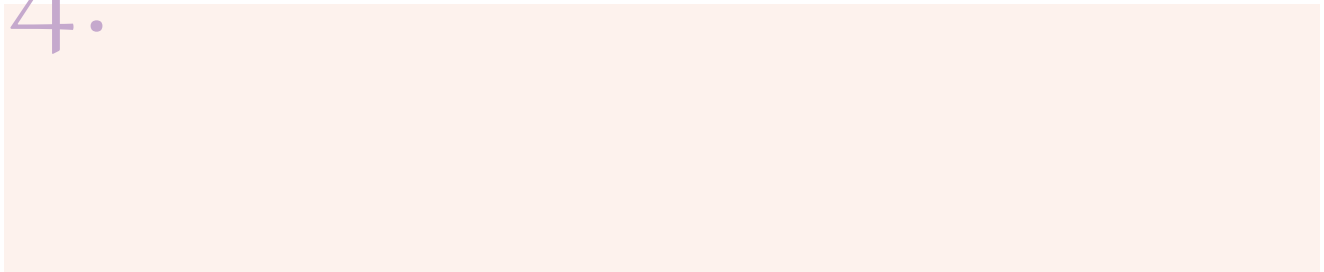
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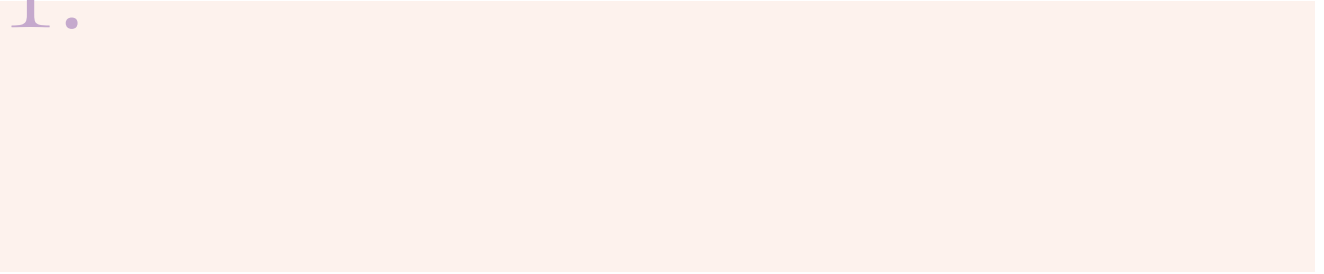
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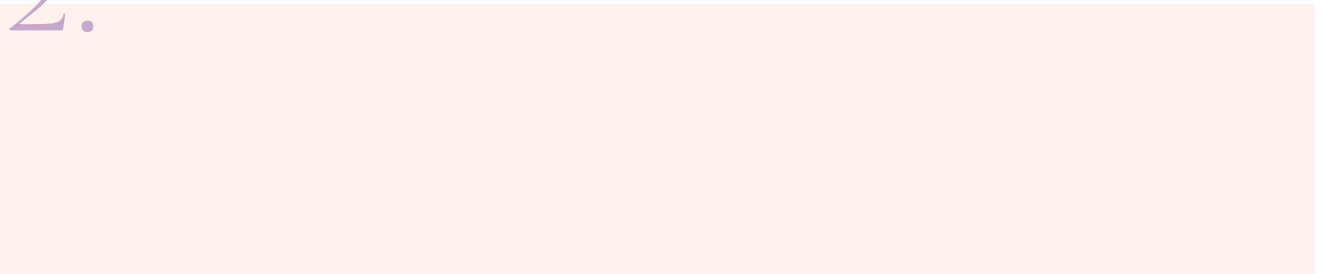
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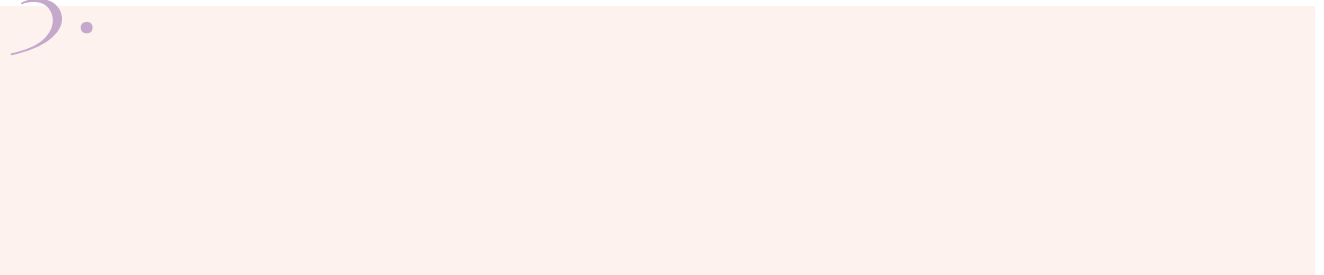
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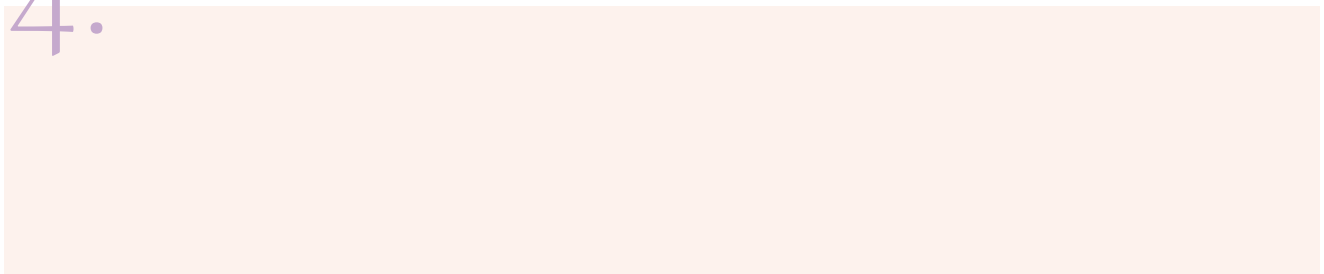
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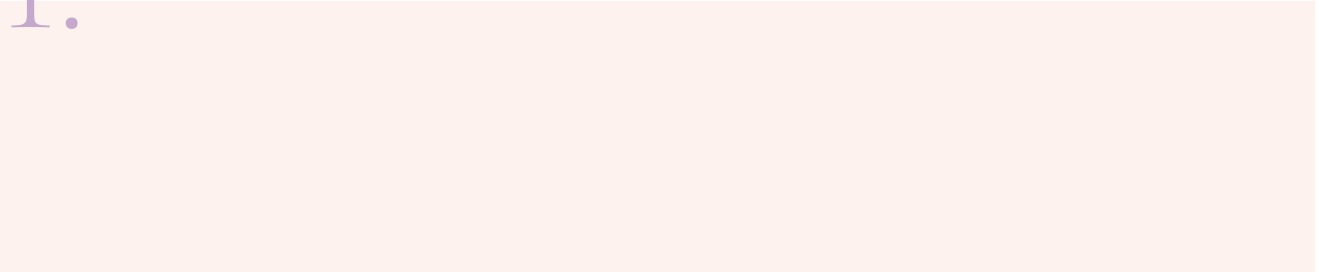
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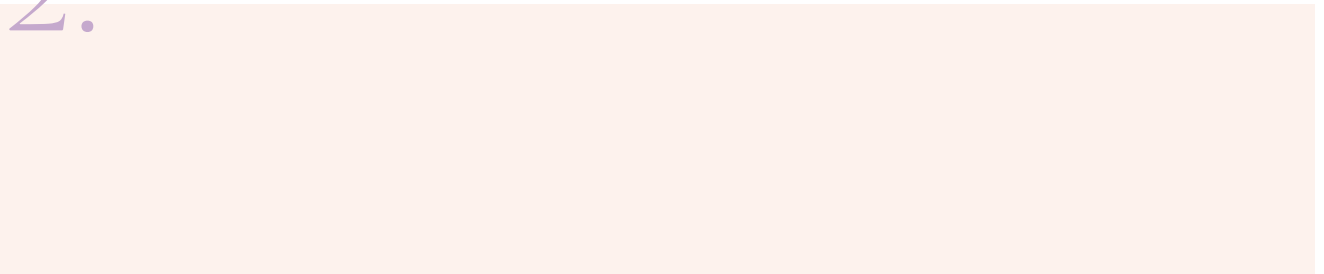
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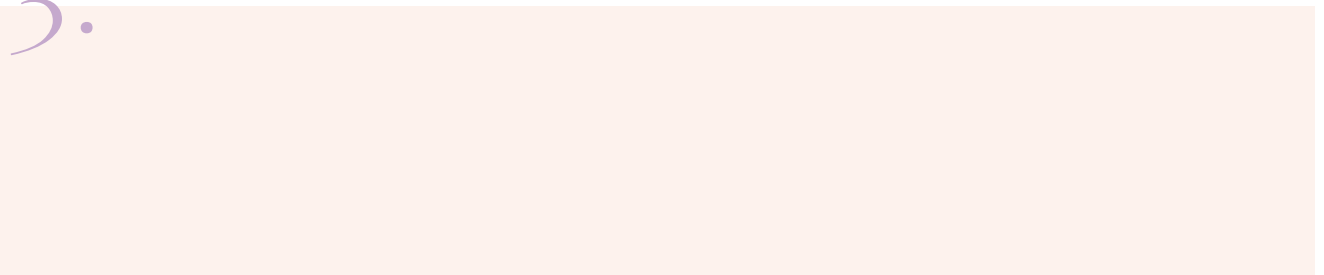
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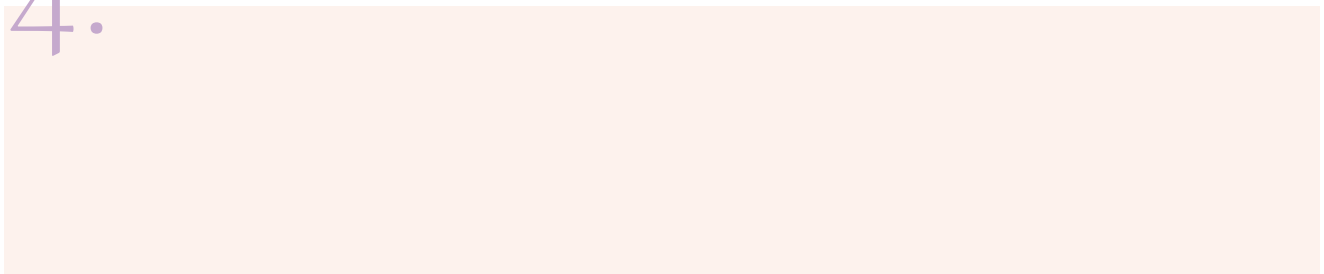
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There's a day for that?

You know those “trend” or hashtag days? How March 14 is Pie Day (because of 3.14) or May 4 is Star Wars Day (because May the 4th be with you). It's a thing, but that doesn't mean it has to be *your* thing.

If your brand message has nothing to do with baked goods, you can skip Pie Day. And if you have no interest or connection to Star Wars, sit that one out too.

Hopping on a trend is not something to be taken lightly. These posts are meant to communicate to your followers who you are and what you value. It's part of an ongoing communication to get them to invest in you and your business. An off-putting trend can undo all of the trust and credibility you've built.

It's important to be spontaneous and show the person behind the brand. But if it is not authentic, you're wasting your own time and your followers.



PERFECT CONTENT PLANNER

SEPTEMBER

It's a time for renewal, so if you have anything "new and improved", put this front and centre. Reintroduce yourself!

THEMES

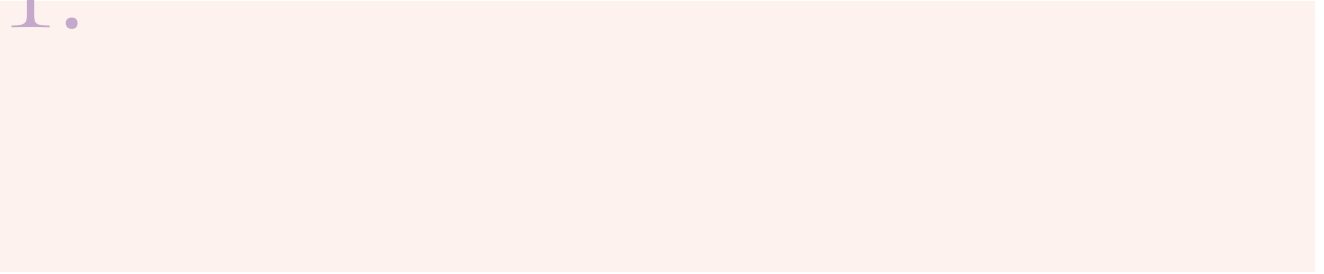
- ☐ Back to school/back to work/back to routine
- ☐ Renewal. This time can echo New Year's resolutions
- ☐ Fall indoor cleanup



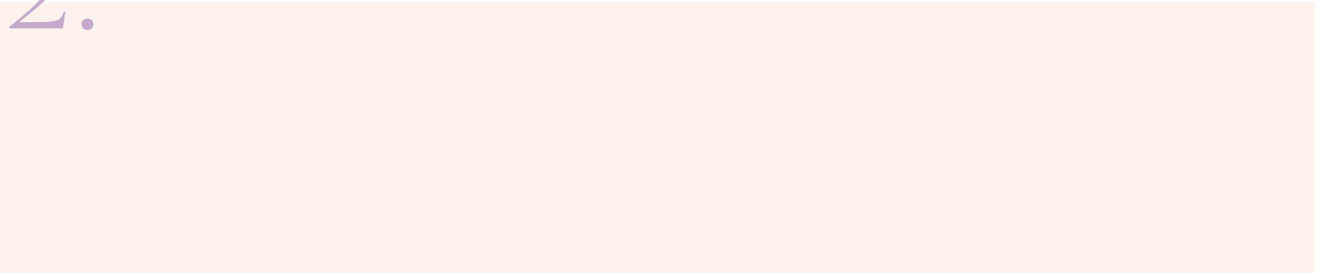
KEY DATES

- ☐ Labour Day (September 2)
- ☐ Fall Equinox (September 22)
- ☐ National Day for Truth and Reconciliation (September 30)

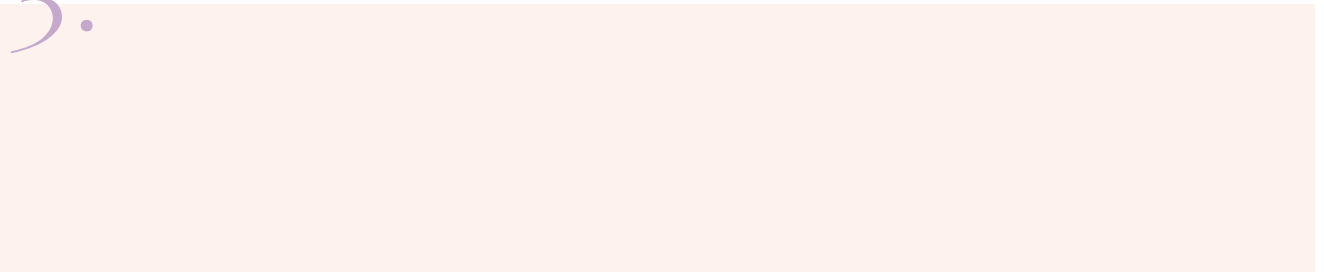
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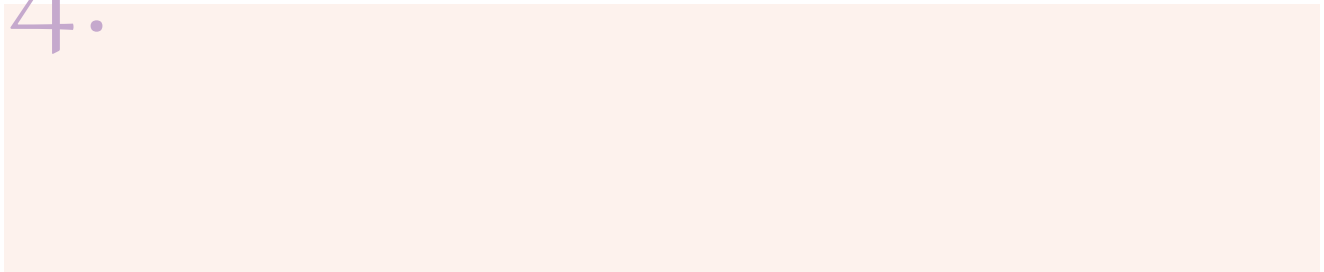
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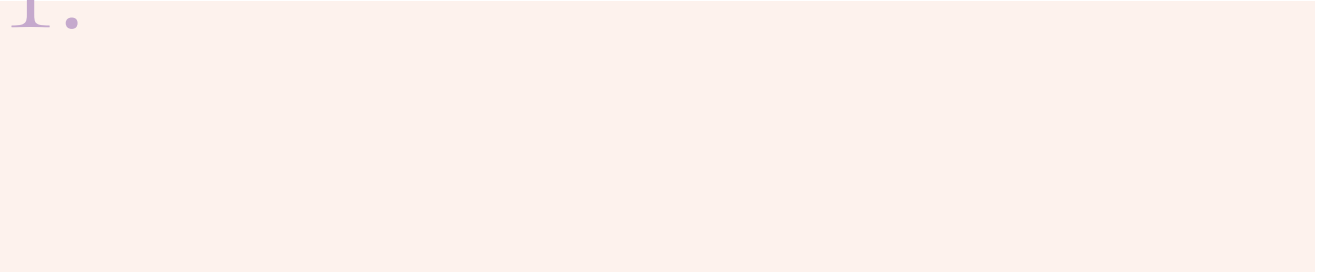
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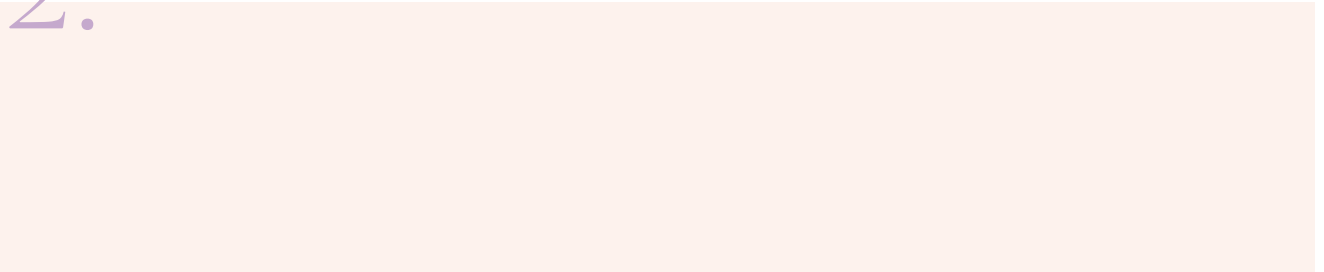
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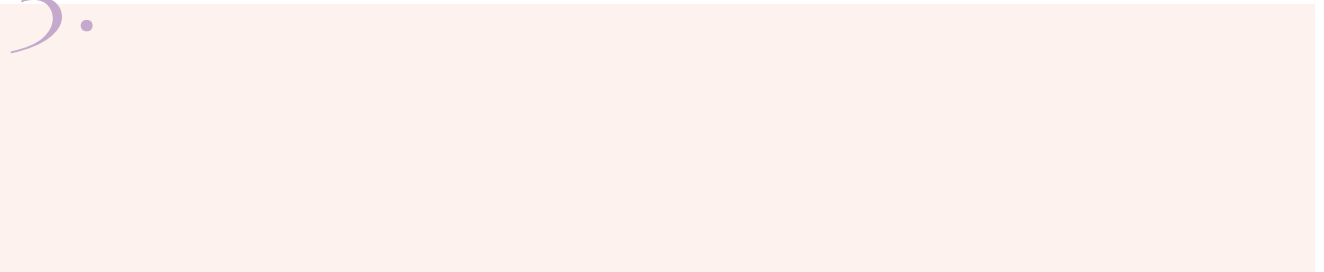
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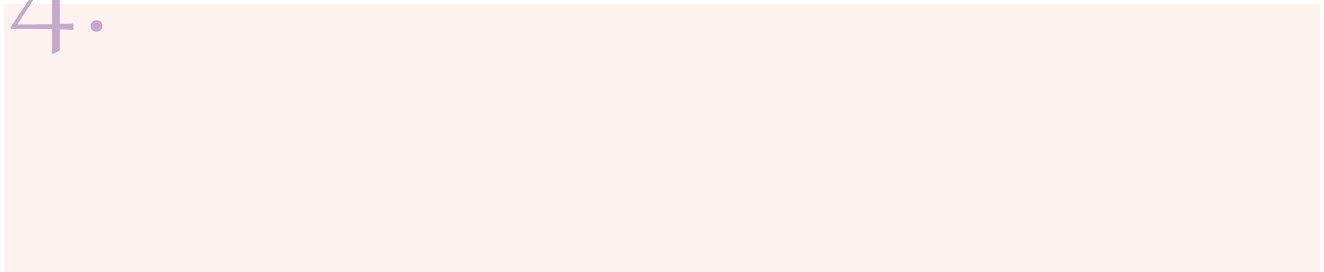
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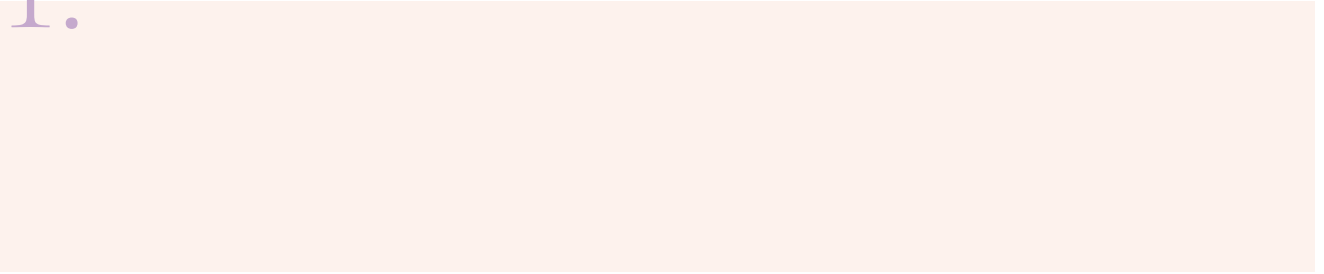
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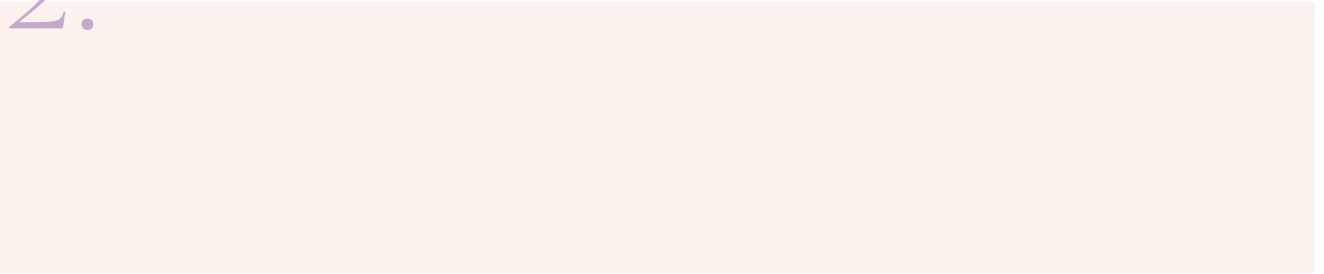
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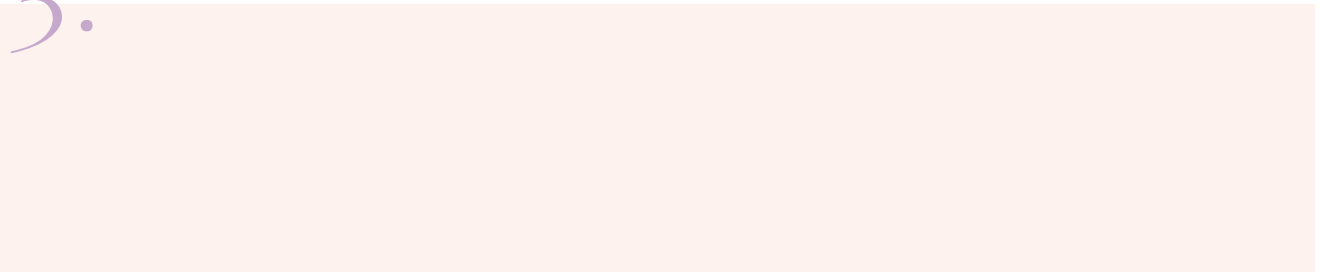
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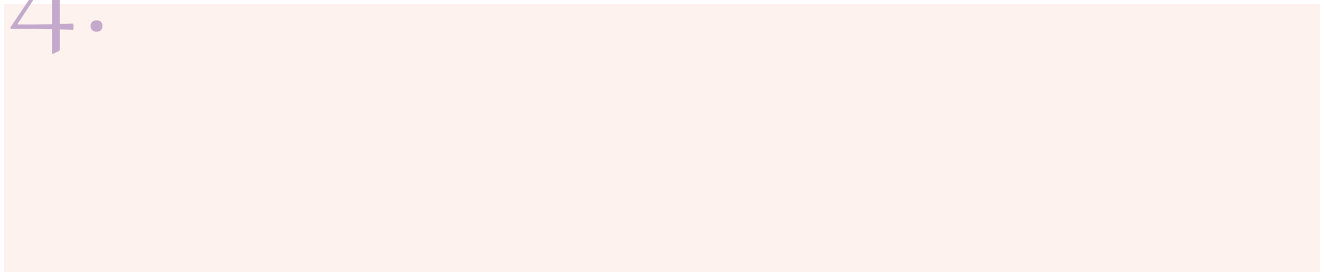
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PERFECT CONTENT PLANNER

OCTOBER

This is the start of a busy period for everyone!

THEMES & DATES

- ☐ Rosh Hoshahan (October 2-4)
- ☐ Thanksgiving - Canada (October 9)
- ☐ Yom Kippur (October 11-12)
- ☐ Halloween (October 31)



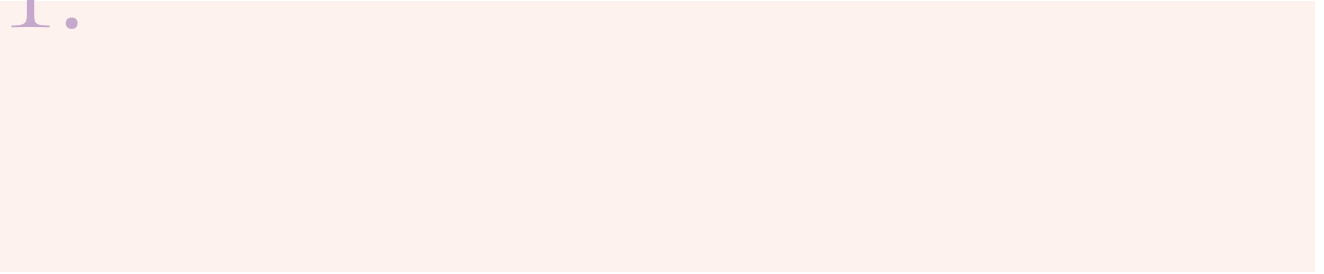
How to Stand Out

Between back-to-school and New Year's Eve, fall is the busiest time for media. Everyone is trying to end on a high note and recover the year's losses in Q4. The media space will be loud and crowded.

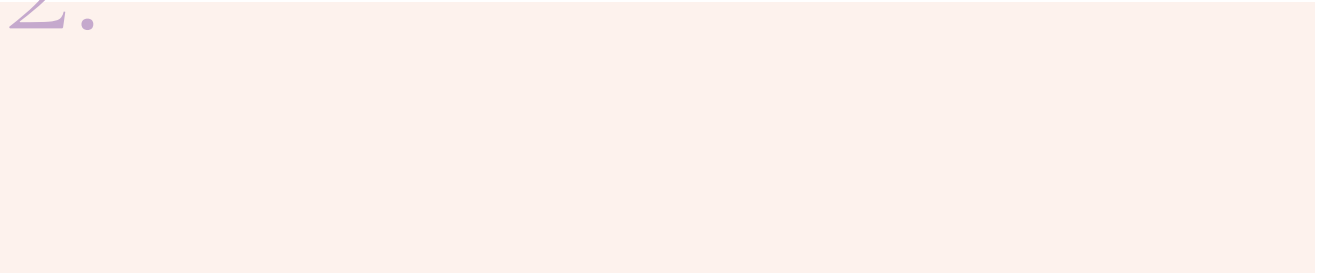
Here's how you can stand out:

- ☐ Keep it moving. Choose video over images. Live over pretape
 - ☐ Keep it topical. Stay on trend and put your take on everything
 - ☐ Keep it authentic. Stay true to your brand values
 - ☐ Keep it personal. Use your POV to put a unique take on shared experiences of the holidays
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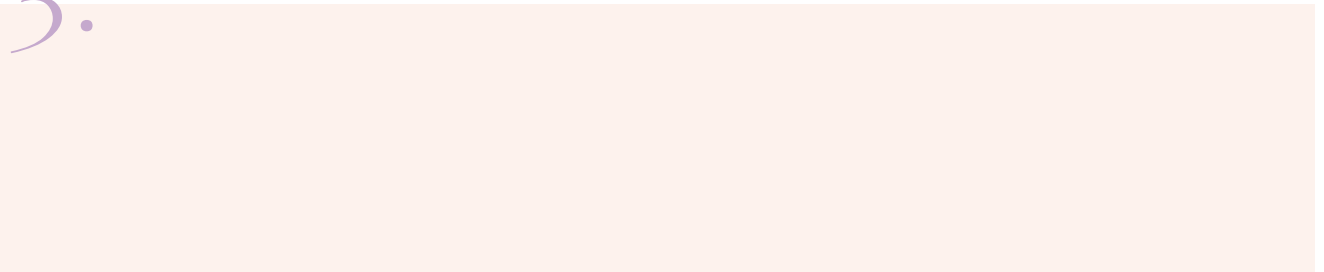
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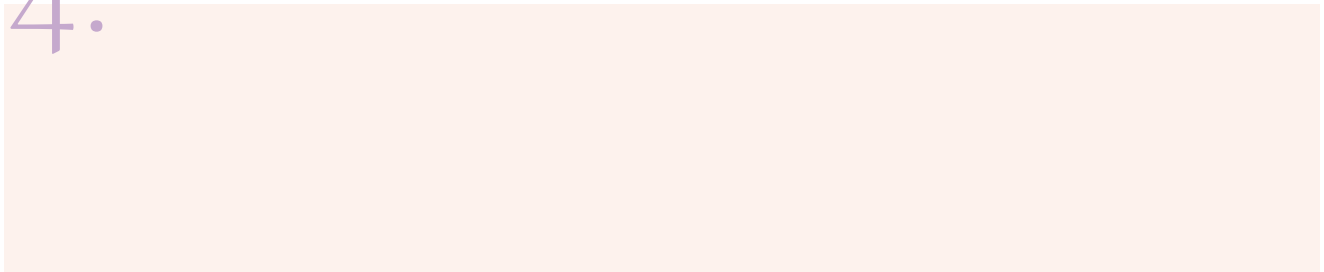
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3. What current events might impact how people experience this?



4. What unique way have I solved a similar problem in the past?



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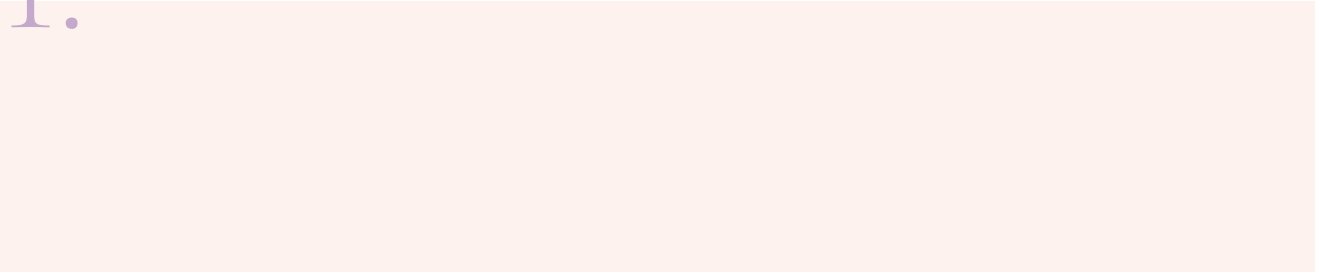
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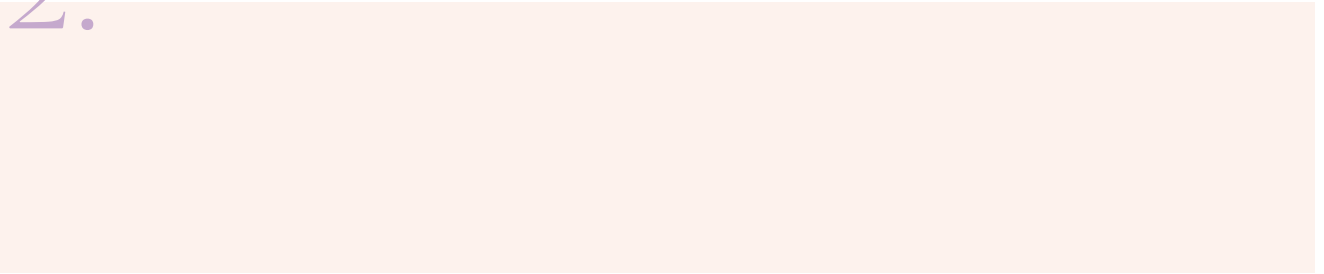
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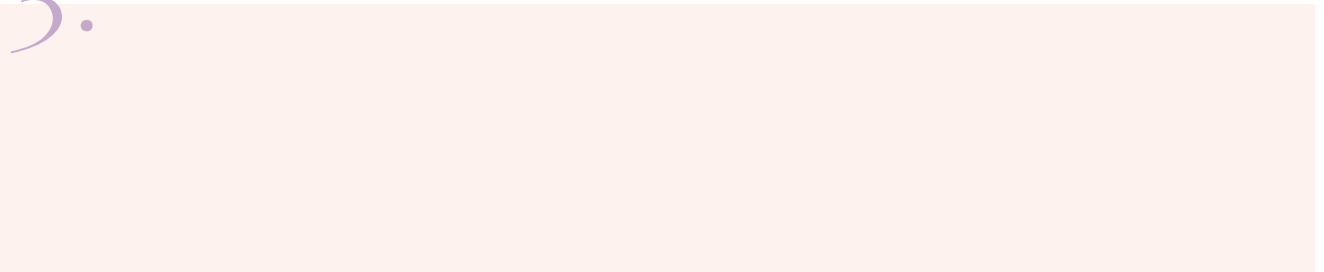
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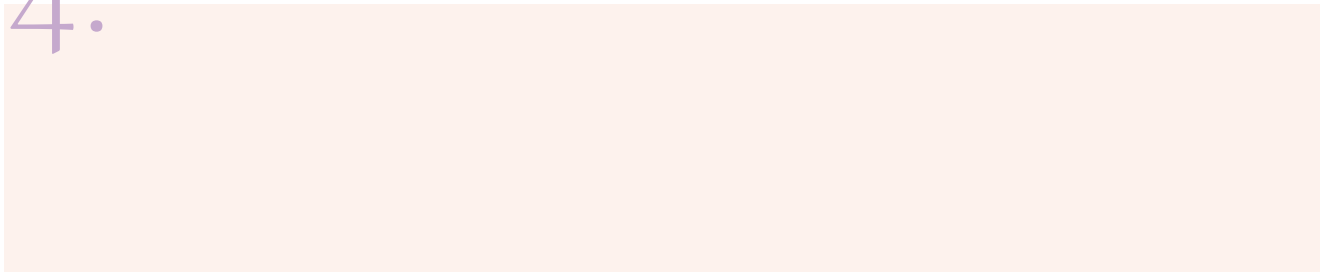
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PERFECT CONTENT PLANNER

NOVEMBER & DECEMBER

KEY DATES

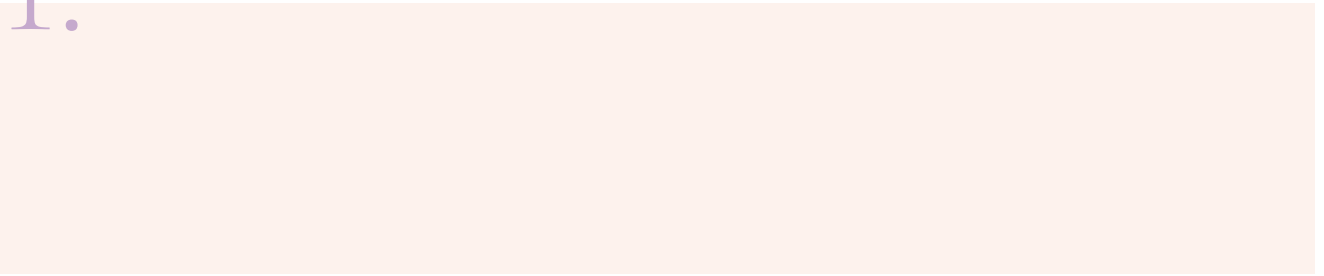
- ☐ Remembrance Day (November 11)
- ☐ Diwali (November 11)
- ☐ Christmas (Dec 25)
- ☐ Hannukah (December 26 to January 2)
- ☐ New Year's Eve (Dec 31)



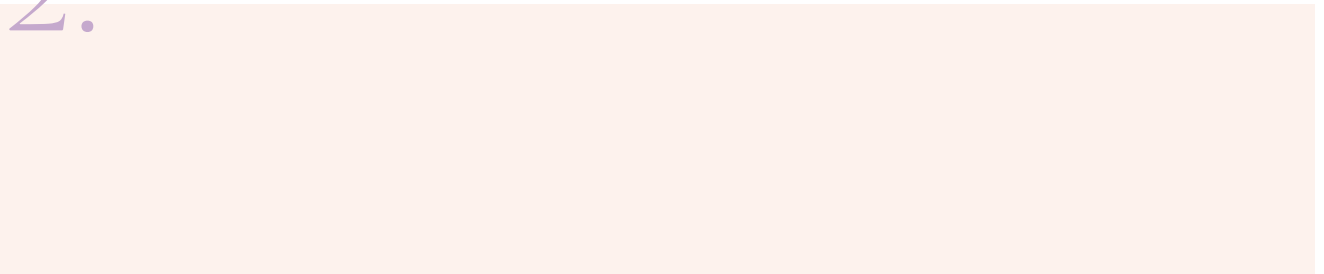
KEY THEMES

- ☐ Winter
- ☐ Cozy
- ☐ Nostalgia
- ☐ Tradition
- ☐ Year-end
- ☐ Reflection

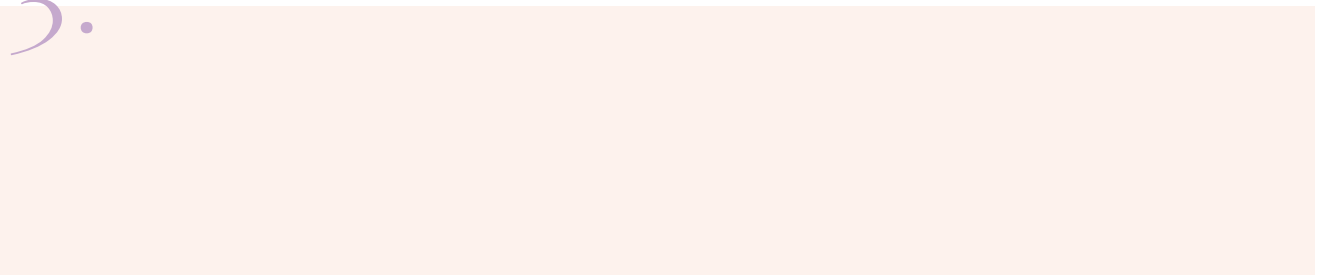
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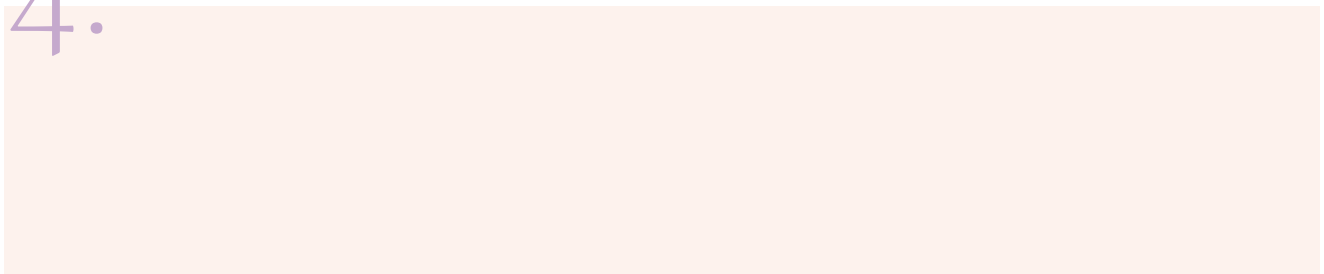
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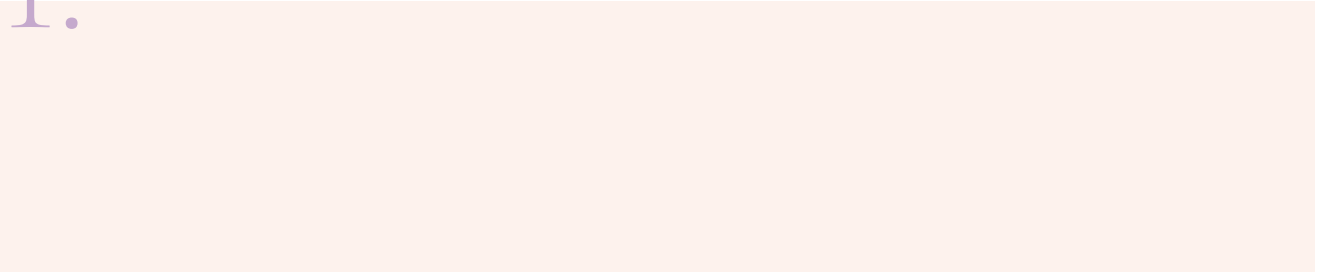
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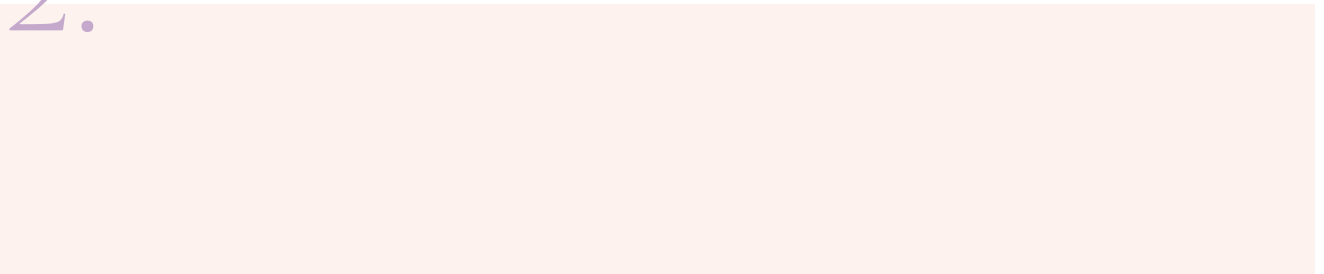
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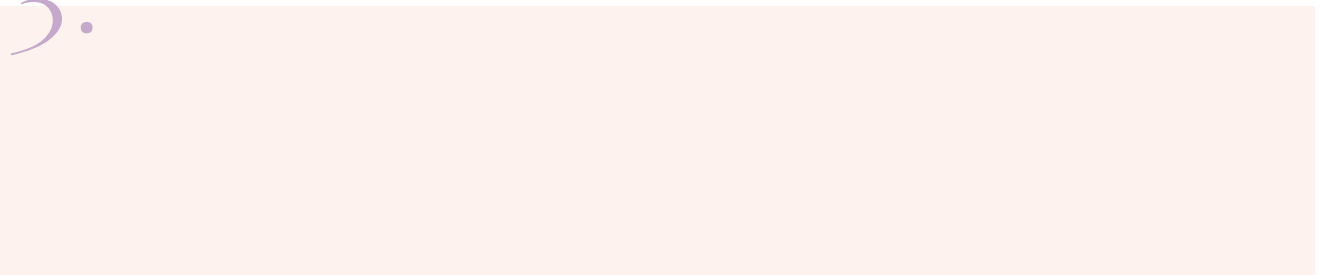
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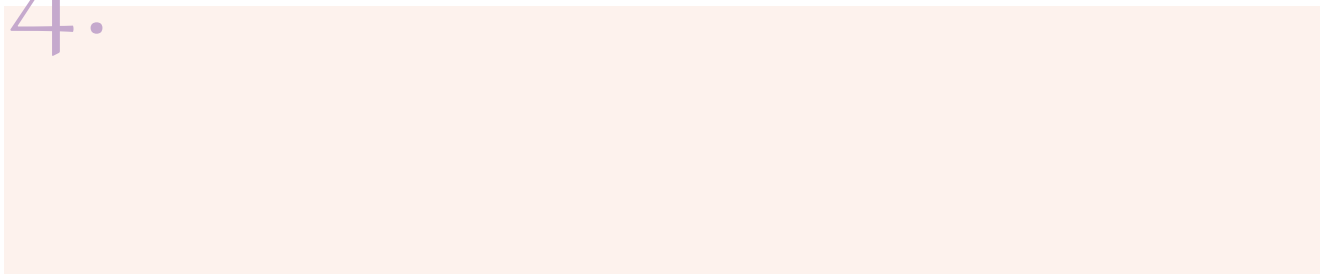
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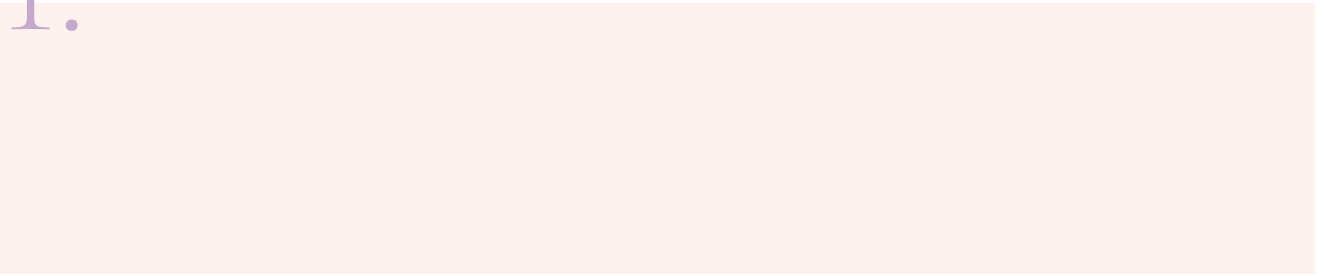
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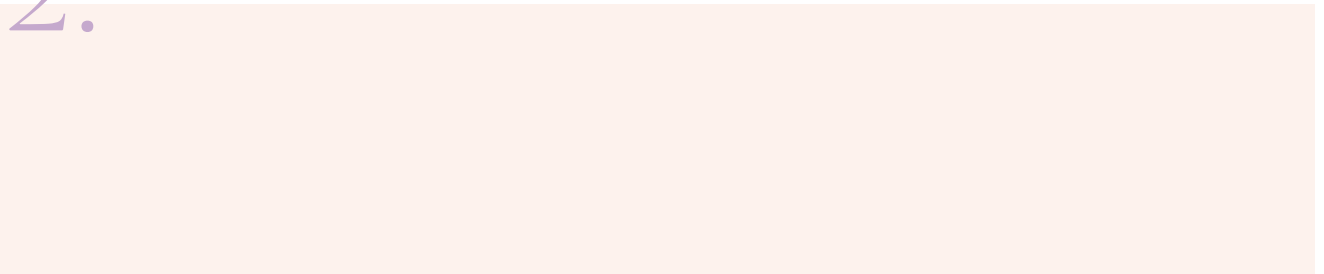
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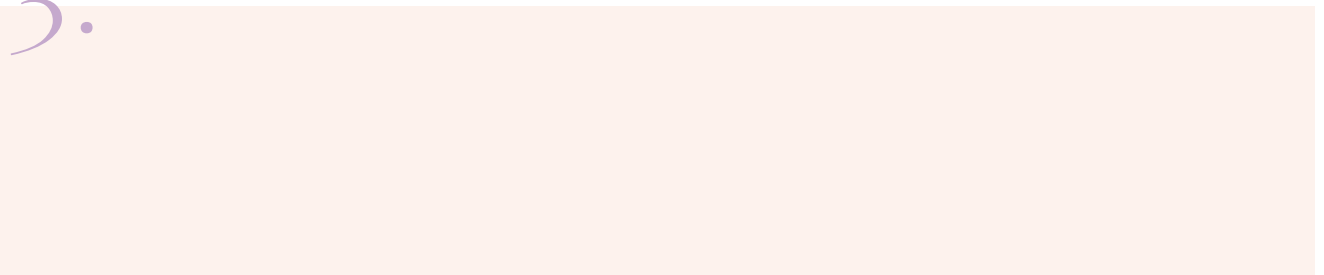
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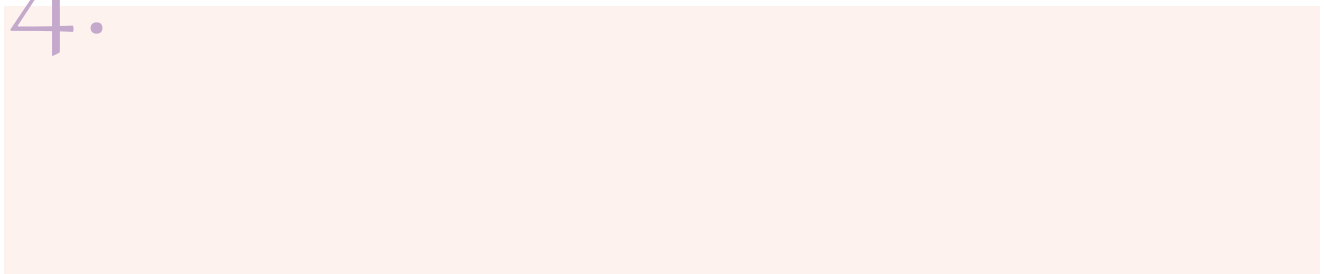
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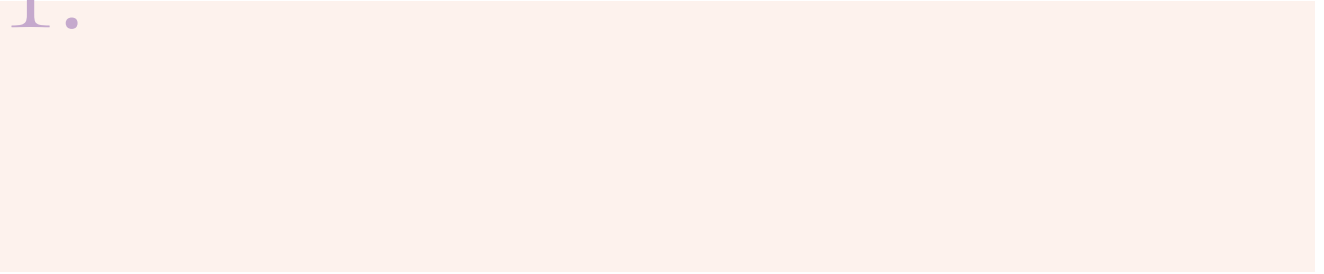
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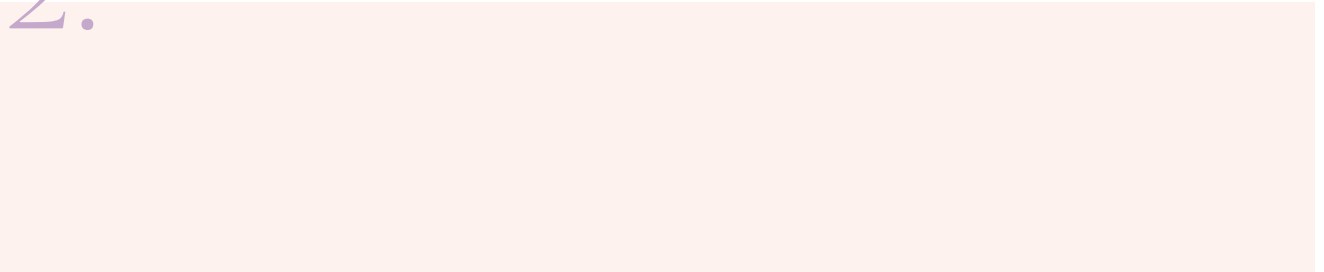
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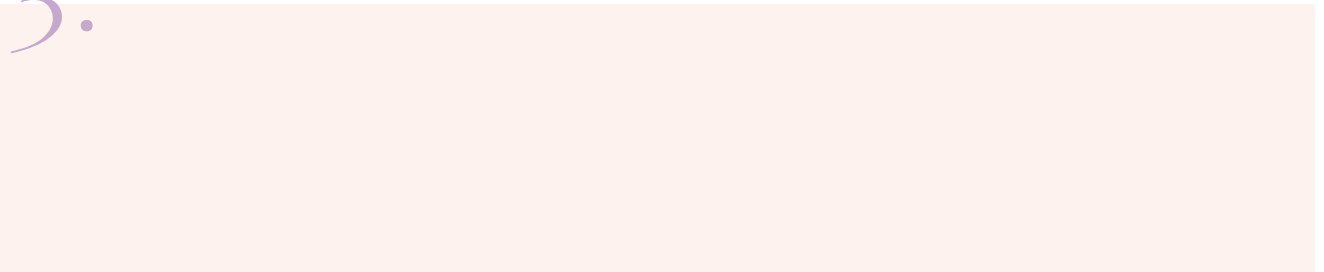
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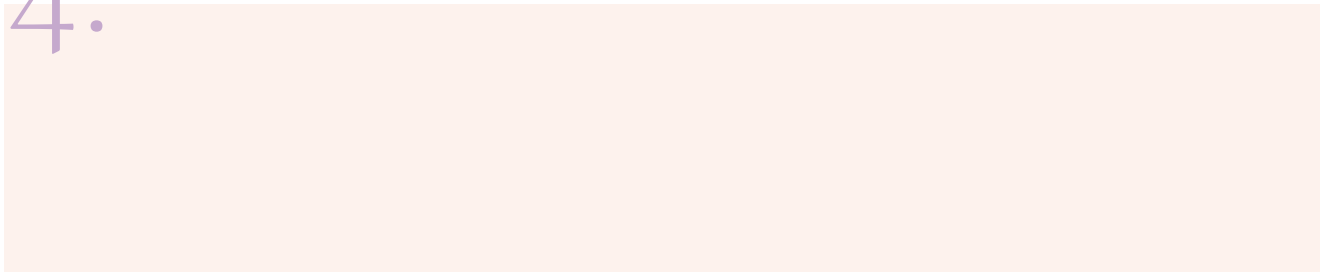
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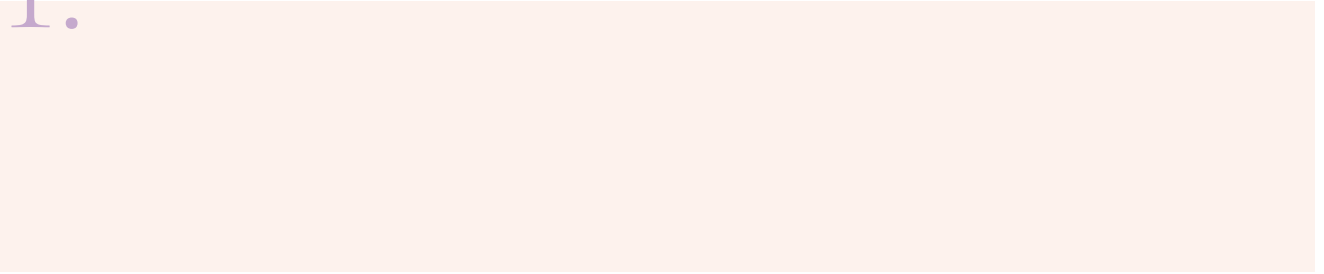
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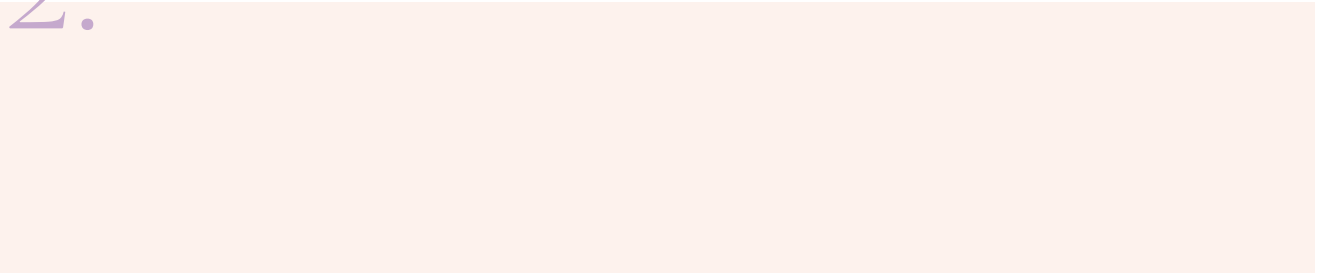
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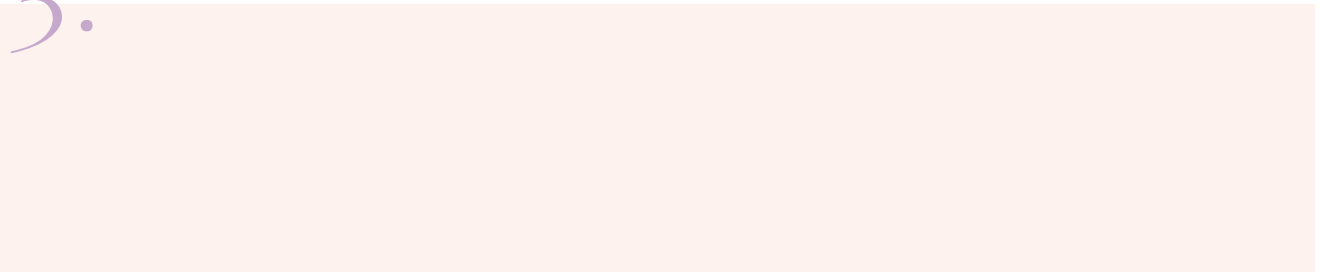
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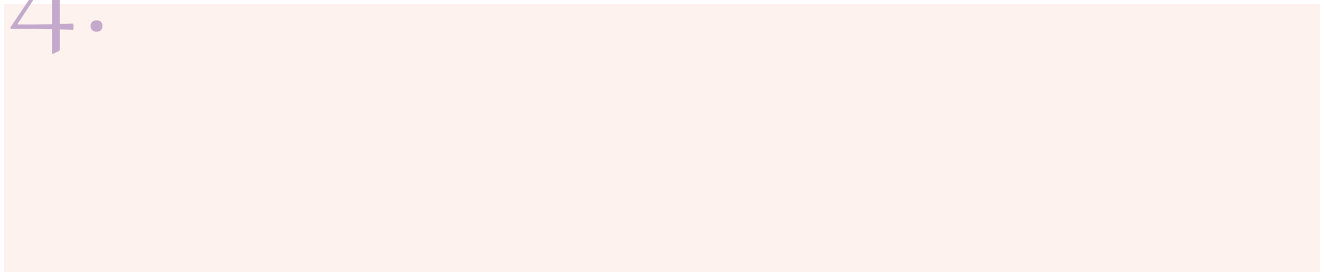
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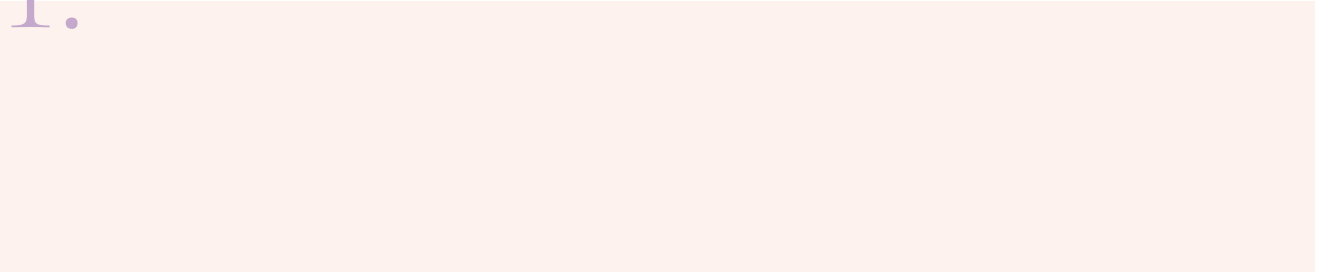
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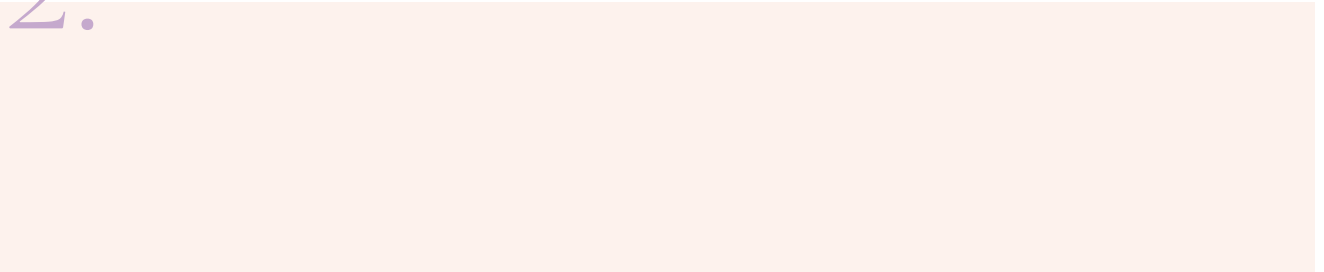
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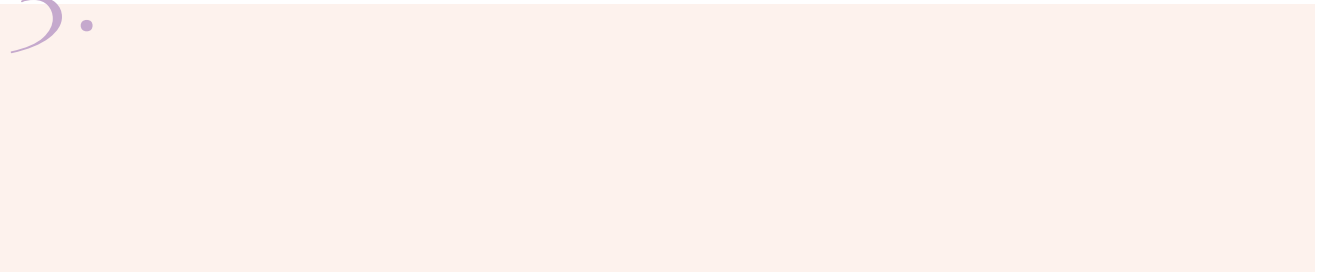
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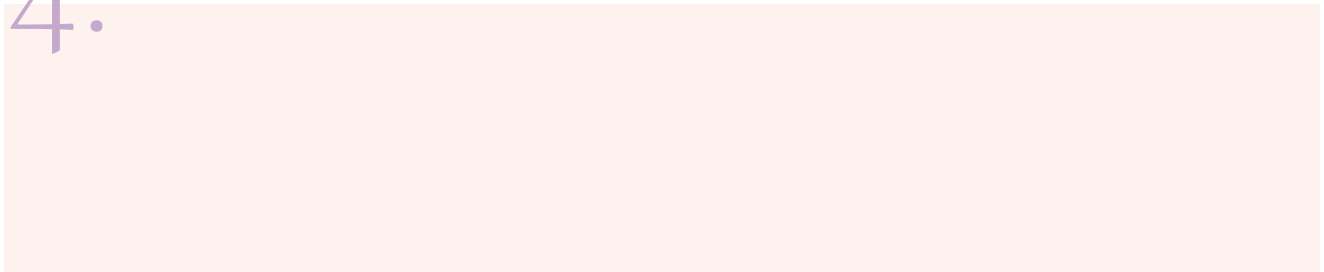
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BONUS PAGES

1. What are the common problems I always face in the month ahead?

2. Is there anything different about this year?

3. What current events might impact how people experience this?

4. What unique way have I solved a similar problem in the past?

Thank you!

I hope the pages in this book help you get ahead of your content strategy and give you permission to put yourself in the starring role.

Running a business and building a brand can be challenging. With the right guidance and support, it can all be managed.

Our social media team is also available to help you with strategy and content.

Message us today to find out how we can help you grow your business!



Do You Need More Help?

Schedule a Call

At McEwen Media we're passionate about helping people master their media. Find out how we can elevate your star power on any platform.

