

YEARLY TOPIC CALENDAR

START WITH THE BASICS

List Your Products & Services Here:	Priority Level
<i>eg. Cash Discounting, Open Enrollment, Life Insurance, CoolSculpting</i>	

MONTHLY TOPICS

Write down the product focus for each month as well as a question you can answer. Each of your products should have at least one month of focus. *(use Google, Answer the Public, or clients to develop this list)*

January <i>eg. How much life insurance do I need?</i>	July
February	August
March	September
April	October
May	November
June	December

Remember: Be nimble! This is a framework to take the guesswork out of your content schedule but things change. Use this as a fallback option or a planning tool but allow yourself to pivot based on current trends, changes, and interest.