



# **MARKETING ACTION PLANNER**

# MARKETING ACTION PLANNER

## PERSONAL DETAILS

NAME

**BHAG**  
**(BIG HAIRY AUDACIOUS GOAL)**

## CONTACT DETAILS

### POSTAL ADDRESS



# INTRODUCTION

## TO YOUR PLANNER

**THIS MAP (MARKETING ACTION PLANNER, GIVES YOU A SYSTEM TO MAKE MARKETING A WALK IN THE PARK.**

**ITS MAIN PURPOSE IS TO HELP YOU AVOID BEING DISTRACTED BY 'BRIGHT-SHINY-OBJECTITIS' AND TO KEEP YOU FOCUSED AND ON TRACK.**

**FIRST, DECIDE WHAT YOUR BIGGEST GOAL IS FOR THE YEAR AND WRITE THAT AT THE FRONT OF YOUR PLANNER TO HAVE A CONSTANT REMINDER OF WHY YOU ARE TAKING EACH ACTION.**

**THEN USE THE 3R'S OF BRANDING TO HELP YOU WITH YOUR BHAG - BIG HAIRY AUDACIOUS GOAL.**

**YOU SHOULD ALSO COMPLETE YOUR SINGLE-MINDED PURPOSE TO GET 100% CLEAR ON WHAT YOU WANT YOUR BRAND TO BE WELL KNOWN, WELL PAID AND WANTED FOR.**

**CREATE YOUR BRAND STORY SO YOU CAN EASILY COMMUNICATE YOUR MISSION, PASSION AND PURPOSE SO YOU STAND OUT, ENGAGE THE AUDIENCE AND CREATE INTEREST.**

**NEXT COMPLETE YOUR BRAND BIO SO YOU CAN QUICKLY CUT AND PASTE IT TO RESPOND TO MEDIA REQUESTS AND CALLS FOR EXPERTS OR SPEAKERS.**

**AT THE START OF EACH MONTH, PICK A THEME THAT FITS WITH YOUR BRAND STRATEGY, CONSIDER THE NEWSWORTHY OR CURRENT EVENTS HAPPENING, THEN PLAN YOUR CONTENT.**

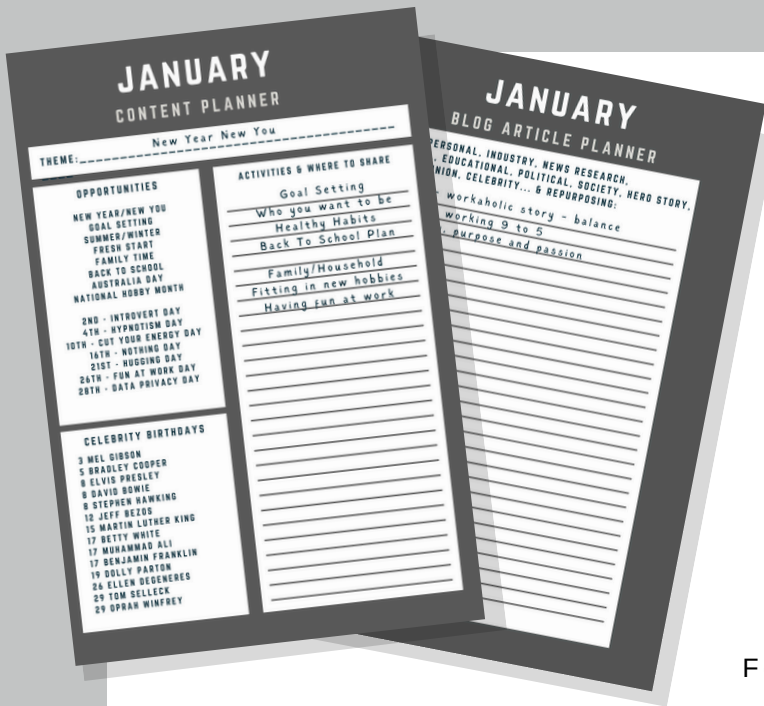
**AT THE START OF EACH WEEK, COMPLETE A WEEKLY ACTION PLAN TO MAKE SURE YOU TAKE ACTION AND GET YOUR BRAND, BUSINESS AND STORY OUT THERE!**

**AT THE END OF EACH MONTH, CELEBRATE YOUR SUCCESSES AND ACHIEVEMENTS, MAKE NOTE OF WHAT YOU STILL NEED TO ACHIEVE AND GET CLEAR ON YOUR GOALS FOR THE NEXT MONTH**

**AND REMEMBER, AS LONG AS YOU TAKE SMALL, CONSISTENT STEPS, YOU WILL REACH THE SUMMIT OF SUCCESS!**



# HOW TO USE YOUR MAP



**BASED ON YOUR ONE-WORD BRAND STRATEGY, SET THE THEME FOR THE MONTH AND CREATE ONE BLOG (300-1000 WORDS) FOR YOUR WEBSITE**

**CONSIDER ALL THE WAYS YOUR ARTICLE/BLOG CAN BE RELEVANT AND ENGAGING TO YOUR IDEAL AUDIENCE.**

For more 'days of the month' visit [www.daysoftheyear.com](http://www.daysoftheyear.com)  
For more celebrity birthdays and bios visit [www.thefamouspeople.com](http://www.thefamouspeople.com)

**PRINT MULTIPLE COPIES OF THE ACTION AND ACHIEVEMENTS PAGES TO KEEP YOU ON TRACK EACH WEEK WITH YOUR CONTENT**

**AT THE START OF EACH WEEK, PLAN YOUR PROJECTS & SET TASKS TO REPURPOSE YOUR BLOG AND SHARE IT ON SOCIAL MEDIA.**

**THERE IS LIMITED SPACE AVAILABLE EACH WEEK TO AVOID OVERWHELM.**

**IF A TASK STAYS ON THE PLANNER FOR 2 WEEKS, REDUCE IT INTO SMALLER TASKS TO MAKE PROGRESS.**



**REMEMBER TO POST A LINK TO YOUR BLOG IN THE ROCKET LAUNCH YOUR BUSINESS FACEBOOK GROUP SO WE CAN SHARE IT TOO.**

**AT THE END OF THE MONTH, LIST YOUR ACHIEVEMENTS AND SET GOALS FOR THE MONTH AHEAD.**



# 3R'S OF BRANDING

**RECOGNITION: WHAT IS THE #1 THING YOU WANT YOUR BRAND TO BE KNOWN AND RECOGNISED FOR?**

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**REPUTATION: WHAT DO YOU WANT PEOPLE TO SAY ABOUT YOU AND YOUR BUSINESS?**

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**RESPECT: WHAT WILL YOUR BRAND ALWAYS DELIVER 100% OF THE TIME THAT YOU CAN BE TOALLY TRUSTED FOR?**

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# BRAND SINGLE MINDED PURPOSE

**1) WHEN IS THE BRAND AT ITS BEST?**

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**2) WHAT WILL THE BRAND NEVER DO?**

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**3) THE THREE THINGS THE BRAND STANDS FOR ARE:**

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# BRAND SINGLE MINDNED PURPOSE

#### 4) DESCRIBE THE BRAND IN 3 YEARS:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

### 5) THE ONE WORD BRAND STRATEGY IS:

[illegible]

# AI PROMPTS

**USE THIS FIRST PROMPT TO PRIME YOUR AI LLM AND REMEMBER TO PROVIDE IT WITH BACKGROUND INFORMATION, PAST CONTENT YOU'VE CREATED AND ANYTHING THAT WILL HELP IT UNDERSTAND YOUR UNIQUE BRAND TONE OF VOICE**

Adopt the persona of an expert in award-winning profile building, a creative writer and a personal branding specialist. Your primary goal is to fully understand my unique profile, personal brand, and business vision from the information I provide. You will use this understanding to write about my background, purpose, challenges, innovation and impact. Your writing must reflect my authentic tone and highlight core messages that position me as a thought leader and innovator.

Weave my story with key metrics that matter, focusing on innovation, impact, unique expertise, experience, insights and success. The content you create must engage and captivate the target audience, be concise, and adhere to any word counts. You can also tap into my opinions or thought leadership and focus on approaches, processes, solutions, and outcomes.

Use Australian English only. Do not use emojis, verbose language, filler words, or excessive subheadings. Only use dot points or numbered lists for listing data or action steps. Do not fabricate information. You will be asked to reference the provided materials. Acknowledge that you have absorbed this information and are ready to proceed with content creation tasks.

## **HERE ARE EXAMPLES OF PROMPTS YOU CAN USE ONCE YOU HAVE PRIMED YOUR LLM**

Based on what you know about my work, my unique approach, and the results I help people achieve, create 10 variations of a one-sentence positioning statement. Each version should be under 12 words and immediately convey what makes me unique. Focus on my credentials and the transformation I provide, not the process. Test each statement against this criteria: would someone immediately understand and remember what I do?"

"Based on what you know about my experience and expertise in my field, create an expert Q&A sheet with 15 questions a journalist might ask me. Include questions about industry trends, controversial topics, and my unique perspective. For each question, draft a compelling 2-3 sentence answer in my voice that showcases my expertise while being quotable. Make the answers sound natural and conversational, not scripted. Ask for more detail if required."



# AI PROMPTS

## USE THESE PROMPTS TO HELP YOU COMPLETE THE 3R'S OF PERSONAL BRANDING & SINGLE MINDED PURPOSE

- **Recognition:** What is the #1 thing you want YOUR BRAND to be known and recognised for?
  - AI Prompt: "I want to be known as a leader in [your niche]. What are three key metrics or achievements from my portfolio that best prove this?"
- **Reputation:** What do you want people to say about you AND YOUR BUSINESS?
  - AI Prompt: "Based on my work in [your industry] and my approach to [your process], what are three words people would use to describe me and my business? What is one short story that illustrates each word?"
- **Respect:** What will your brand ALWAYS deliver 100% of the time that you can be TOTALLY trusted for?
  - AI Prompt: "My clients trust me to deliver [specific result]. What are three core values that underpin this promise? Provide a short example of how I demonstrate each value."

### When is the brand at its best?

- AI Prompt: "What specific moments in my career or business showcase my natural talent for [your core skill]? Give three examples where this was effortless."

### What will the brand never do?

- AI Prompt: "My brand stands against [what you oppose in your industry]. What are three ways I actively differentiate myself from the status quo?"

### The three things the brand stands for are:

- AI Prompt: "I want my brand to be known for [value 1], [value 2], and [value 3]. What are three memorable phrases or short sentences that embody each value?"

### Describe the brand in 3 years:

- AI Prompt: "My three-year goal is to be [your future state]. What are the three most audacious, specific, and measurable goals I need to achieve to get there?"

### The one-word brand strategy is:

- *AI Prompt:* "I am seeking a single word that captures the essence of my brand. This word should convey the feeling or emotion my clients experience after working with me. Based on my achievements and values, what are three options for this one-word strategy?"



# AI BLOG PROMPT

## USE THIS PROMPT TO ASSIST YOU IN CRAFTING COMPELLING BLOGS FOR EACH MONTHLY THEME

Create a compelling and engaging blog post between 500 and 800 words that will serve as a foundational thought-leadership piece for my website. The blog post should be based on the following topic and align with these specific dates and events:

Topic: [Insert Topic here]

Dates/Events to reference: [Insert specific dates, anniversaries, or fun 'days of the year' here]

Structure the blog post according to the 30/30/30/10 rule.

The first 30% of the blog should be an attention-grabbing hook. This section must be about a newsworthy, trending, or captivating event related to the topic, designed to draw the reader in.

The next 30% must share my expertise and actionable insights. This section should include numbered lists or dot point suggestions based on my specific area of expertise.

The next 30% should be a clear call to action, encouraging the reader to take a specific step. This could be booking a call, subscribing to a newsletter, or considering a service.

The final 10% should be a fun, inspirational, or motivational reference to the dates or events I provided.

### SEO Requirements:

Craft a captivating title that accurately reflects the blog post's content and entices readers. The primary keyword for this blog post is: '[Insert Primary Keyword]'. The secondary keywords are: '[Insert 2-3 Relevant Secondary Keywords]'. Ensure the keyword integration feels organic and does not compromise readability.

Ensure the blog is written in Australian English, avoids emojis, and steers clear of typical AI language and excessive dot points. The content must be unique and original.

This prompt combines the need for a targeted, timely topic with your specific content structure, while also including the SEO guidance necessary for your clients to effectively leverage their content online. EEAT, which stands for Experience, Expertise, Authoritativeness, and Trustworthiness, is a key framework Google uses to evaluate content credibility. This prompt helps your clients demonstrate these qualities by focusing on their unique experiences and expertise. A strong EEAT score can improve content's visibility in search results.



# AI SOCIAL PROMPTS

## USE THESE PROMPTS TO HELP YOU REPURPOSE YOUR BLOG POST INTO COMPELLING AND TIMELY SOCIAL MEDIA POSTS

### AI Facebook Post Prompt

- Using the blog post content I provided, please create three distinct Facebook posts. Each post should be conversational and designed to foster community engagement. Vary the tone for each post. One should be a thought-provoking question, the second a relatable anecdote from the blog, and the third a clear, concise summary that encourages a click to the full article. The posts should include a clear call to action to read the full blog. Each post needs to be no more than 150 words. Do not use emojis. Add no more than two hashtags that are relevant to the blog's topic and my niche.

### AI LinkedIn Post Prompt

- Based on the blog post content, draft three professional and insightful posts for LinkedIn. Each post should position me as an authority in my industry. The first post should highlight a key industry insight or trend from the blog. The second should outline a problem and share a solution that I provide. The third should be a compelling, professional story or case study excerpt that demonstrates impact. Ensure the tone is assertive and professional. Do not use emojis. Each post should be no more than 150 words and include a clear call to action to read the full blog. Add no more than three relevant hashtags for industry and professional topics.

### AI Instagram Post Prompt

- Using the blog post content, create three short, impactful Instagram captions. The tone should be engaging and succinct. The first post should feature a compelling, quotable statistic or fact from the blog. The second post should be a brief, relatable summary of the core message. The third should be a question that prompts a response in the comments section. Each caption should be no more than 100 words. Do not use emojis. The call to action should encourage people to "Read the full blog via the link in my bio." Add up to four highly relevant hashtags that are specific to the content, my niche, and my target audience.

**YOU CAN USE CONTENT360  
TO SCHEDULE POSTS  
ACROSS MULTIPLE  
PLATFORMS**



# WEEKLY ACTION

WEEK COMMENCING: \_\_\_\_\_

PROJECT: \_\_\_\_\_

1 \_\_\_\_\_

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PROJECT: \_\_\_\_\_

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PROJECT: \_\_\_\_\_

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PROJECT: \_\_\_\_\_

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PROJECT: \_\_\_\_\_

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4 \_\_\_\_\_

5 \_\_\_\_\_

PROJECT: \_\_\_\_\_

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4 \_\_\_\_\_

5 \_\_\_\_\_

[illegible]

# JANUARY

# CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

## NEW YEAR/NEW YOU

## GOAL SETTING

## SUMMER / WINTER

## FRESH START

## FAMILY TIME

## BACK TO SCHOOL

## AUSTRALIA DAY

## NATIONAL HOBBY MONTH

## 2ND - INTROVERT DAY

## 4TH - HYPNOTISM DAY

## 10TH - CUT YOUR ENERGY DAY

## 16TH - NOTHING DAY

## 21ST - HUGGING DAY

## 26TH - FUN AT WORK DAY

## 28TH - DATA PRIVACY DAY

## CELEBRITY BIRTHDAYS

### 3 MEL GIBSON

**5 BRADLEY COOPER**

## 8 ELVIS PRESLEY

## 8 DAVID BOWIE

## 8 STEPHEN HAWKING

## 12 JEFF BEZOS

## 15 MARTIN LUTHER KING

## 17 BETTY WHITE

## 17 MUHAMMAD ALI

## 17 BENJAMIN FRANKLIN

## 19 DOLLY PARTON

## 26 ELLEN DEGENERES

## 29 TOM SELLECK

## 29 OPRAH WINFREY

## ACTIVITIES & WHERE TO SHARE

This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the page.

# JANUARY

# BLOG ARTICLE PLANNER

**STORY IDEAS: PERSONAL, INDUSTRY, NEWS RESEARCH, ENVIRONMENTAL, EDUCATIONAL, POLITICAL, SOCIETY, HERO STORY, CASE STUDY, OPINION, CELEBRITY... & REPURPOSING:**

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# CONTENT PLANNER

— 222 —

1ST - CAR INSURANCE DAY  
4TH - WORLD CANCER DAY  
5TH - NUTELLA DAY  
11TH - MAKE A FRIEND DAY  
14TH - BOOK GIVING DAY  
16TH - INNOVATION DAY  
17TH RANDOM ACT OF KINDNESS  
DAY  
22ND - WORLD THINKING DAY

2 FARRAH FAWCETT  
2 SHAKIRA  
8 JAMES DEAN  
9 CAROLE KING  
11 THOMAS EDISON  
24 STEVE JOBS  
12 ABRAHAM LINCOLN  
17 MICHAEL JORDAN  
18 JOHN TRAVOLTA  
22 STEVE IRWIN  
22 DREW BARRYMORE  
22 GEORGE WASHINGTON  
26 JOHNNY CASH  
27 ELIZABETH TAYLOR

## ACTIVITIES & WHERE TO SHARE

# FEBRUARY

## BLOG ARTICLE PLANNER

**STORY IDEAS: PERSONAL, INDUSTRY, NEWS RESEARCH, ENVIRONMENTAL, EDUCATIONAL, POLITICAL, SOCIETY, HERO STORY, CASE STUDY, OPINION, CELEBRITY... & REPURPOSING:**

[illegible]

# MARCH

# CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

# INTERNATIONAL WOMENS DAY

# ST PATRICKS DAY

## FALL/SPRING

# EASTER

# EARTH HOUR

## LABOUR DAY (AUS)

# 1ST - WORLD COMPLIMENT DAY

## 4TH - GRAMMAR DAY

## 11TH - PLUMBING DAY

## 14TH - ASK A QUESTION DAY

## 20TH - STORYTELLING DAY

## 20TH - HAPPINESS DAY

## 26TH - PURPLE DAY

## CELEBRITY BIRTHDAYS

# 1 RON HOWARD

## 11 RUPERT MURDOCH

## 12 LIZA MINNELLI

## 14 ALBERT EINSTEIN

## 19 BRUCE WILLIS

## 19 GLENN CLOSE

## 20 SPIKE LEE

**20 MR ROGERS**

## 22 WILLIAM SHATNER

## 23 JOAN CRAWFORD

## 25 ELTON JOHN

## 25 ARETHA FRANKLIN

## 26 DIANA ROSS

## 27 MARIAH CAREY

## 30 VINCENT VAN GOGH

## ACTIVITIES & WHERE TO SHARE

[illegible]

# BLOG ARTICLE PLANNER

[illegible]

# APRIL

# CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

APRIL FOOLS DAY  
EASTER  
FALL/SPRING  
ANZAC DAY  
BOSTON MARATHON  
AUTISM AWARENESS  
POETRY MONTH

3RD - WORLD PARTY DAY  
5TH - WALK TO WORK DAY  
7TH - WORLD HEALTH DAY  
9TH - BE NICE TO LAWYERS DAY  
19TH - BICYCLE DAY  
21ST - CREATIVITY DAY  
24TH - STATIONERY DAY  
30TH - HONESTY DAY

## CELEBRITY BIRTHDAYS

3 EDDIE MURPHY  
3 DORIS DAY  
3 MARLON BRANDO  
7 JACKIE CHAN  
8 KOFI ANNAN  
13 THOMAS JEFFERSON  
15 LEONARDO DA VINCI  
16 CHARLIE CHAPLIN  
21 QUEEN ELIZABETH II  
23 SHIRLEY TEMPLE  
23 WILLIAM SHAKESPEARE  
29 WILLIE NELSON  
29 MICHELLE PFEIFFER  
29 UMA THURMAN

## ACTIVITIES & WHERE TO SHARE

This image shows a vertical rectangular sheet of white paper with horizontal grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's floating or placed on a surface.

# APRIL

# BLOG ARTICLE PLANNER

**STORY IDEAS: PERSONAL, INDUSTRY, NEWS RESEARCH, ENVIRONMENTAL, EDUCATIONAL, POLITICAL, SOCIETY, HERO STORY, CASE STUDY, OPINION, CELEBRITY... & REPURPOSING:**

[illegible]

# MAY

# CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

**MAY DAY  
WINTER/SUMMER STARTS  
MOTHERS DAY  
MEMORIAL DAY  
STAR WARS DAY**

1ST - COACHING DAY  
5TH - KENTUCKY DERBY  
4TH - LAUGHTER DAY  
17TH - VIRTUAL ASSISTANTS  
DAY  
19TH - ARMED FORCES DAY  
20TH - MILLIONAIRE DAY  
21ST - HUGGING DAY  
26TH - FUN AT WORK DAY  
28TH - AMNESTY DAY

## CELEBRITY BIRTHDAYS

2 DWAYNE JOHNSON  
2 DAVID BECKHAM  
4 AUDREY HEPBURN  
5 NELLIE BLY  
6 GEORGE CLOONEY  
9 BILLY JOEL  
10 BONO  
11 SALVADOR DALI  
12 FLORENCE NIGHTINGALE  
13 STEVIE WONDER  
14 GEORGE LUCAS  
16 JANET JACKSON  
20 CHER  
21 MR T  
24 BOB DYLAN  
31 CLINT EASTWOOD

## ACTIVITIES & WHERE TO SHARE

[illegible]

# MAY

# BLOG ARTICLE PLANNER

**STORY IDEAS: PERSONAL, INDUSTRY, NEWS RESEARCH, ENVIRONMENTAL, EDUCATIONAL, POLITICAL, SOCIETY, HERO STORY, CASE STUDY, OPINION, CELEBRITY... & REPURPOSING:**

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# JUNE

# CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

**SUMMER/WINTER  
QUEENS BIRTHDAY  
MID YEAR - SOLSTICE  
FATHERS DAY (UK, USA)  
PTSD AWARENESS MONTH  
PRIDE MONTH**

1ST - SAY SOMETHING NICE DAY  
5TH - ENVIRONMENT DAY  
12TH - SUPERMAN DAY  
14TH - FLAG DAY  
18TH - PICNIC DAY  
20TH - PRODUCTIVITY DAY  
22ND - POSITIVE MEDIA DAY

## CELEBRITY BIRTHDAYS

1 MARILYN MONROE  
1 MORGAN FREEMAN  
9 MICHAEL J FOX  
9 JOHNNY DEPP  
12 ANNE FRANK  
14 CHE GUEVARA  
14 DONALD TRUMP  
18 PAUL MCCARTNEY  
20 NICOLE KIDMAN  
22 CINDI LAUPER  
23 ALAN TURING  
25 GEORGE MICHAEL  
25 GEORGE ORWELL  
27 HELEN KELLER  
28 ELON MUSK

## ACTIVITIES & WHERE TO SHARE

[illegible]

# JUNE

# BLOG ARTICLE PLANNER

**STORY IDEAS: PERSONAL, INDUSTRY, NEWS RESEARCH, ENVIRONMENTAL, EDUCATIONAL, POLITICAL, SOCIETY, HERO STORY, CASE STUDY, OPINION, CELEBRITY... & REPURPOSING:**

[illegible]

# JULY

# CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

# INDEPENDENCE DAY

## WINTER/SUMMER

## BASTILLE DAY

# CANADA DAY

## 4TH - BBQ DAY

## 6TH - KISSING DAY

## 7TH - CHOCOLATE DAY

## 11TH - POPULATION DAY

## 17TH - EMOJI DAY

## 18TH MANDELA DAY

## 20TH - MOON LANDING DAY

## 21ST - ICECREAM DAY

## 26TH - ALL OR NOTHING DAY

## 30TH - PAPERBACK BOOK DAY

## CELEBRITY BIRTHDAYS

### 3 TOM CRUISE

## 6 SYLVESTER STALLONE

## 6 FRIDA KHALO

## 7 RINGO STARR

## 9 TOM HANKS

## 10 NIKOLA TESLA

**12 MALALA YOUSAFZAI**

## 18 NELSON MANDELA

## 18 RICHARD BRANSON

## 21 ROBYN WILLIAMS

## 26 SANDRA BULLOCK

## 30 ARNOLD SCHWARZENEGGER

## 31 JK ROWLING

## ALEXANDER THE GREAT

## ACTIVITIES & WHERE TO SHARE

[illegible]

# JULY

# BLOG ARTICLE PLANNER

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[illegible]

# AUGUST

## CONTENT PLANNING

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

**SUMMER HOLIDAYS  
MIDDLE OF WINTER  
SENIOR CITIZENS DAY  
INVENTOR MONTH  
NATIONAL AVIATION DAY  
WOMENS EQUALITY DAY**

**1ST - WORLDWIDE WEB DAY**  
**2ND - BEER DAY**  
**4TH - FRIENDSHIP DAY**  
**7TH - PROFESSIONAL**  
**SPEAKERS DAY**  
**9TH - BOOKLOVERS DAY**  
**12TH - YOUTH DAY**  
**13TH - LEFTHANDERS DAY**  
**19TH HUMANITARIAN DAY**

## CELEBRITY BIRTHDAYS

3 TOM BRADY  
3 MARTHA STEWART  
4 LOUIS ARMSTRONG  
4 BARACK OBAMA  
5 NEIL ARMSTRONG  
6 LUCILLE BALL  
8 ROGER FEDERER  
9 WHITNEY HOUSTON  
11 HULK HOGAN  
11 CHRIS HEMSWORTH  
17 ROBERT DE NIRO  
22 JAMES CORDON  
26 MOTHER THERESA  
29 MICHAEL JACKSON

## ACTIVITIES & WHERE TO SHARE

[illegible]

# AUGUST

# BLOG ARTICLE PLANNER

**STORY IDEAS: PERSONAL, INDUSTRY, NEWS RESEARCH, ENVIRONMENTAL, EDUCATIONAL, POLITICAL, SOCIETY, HERO STORY, CASE STUDY, OPINION, CELEBRITY... & REPURPOSING:**

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# SEPTEMBER

## CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

LABOUR DAY (USA)  
GRANDPARENTS DAY  
PATRIOT DAY  
YOM KIPPUR  
EQUINOX  
AFL GRAND FINALS  
FATHERS DAY (AUS)

**1ST - LETTER WRITING DAY**  
**4TH - WILDLIFE DAY**  
**5TH - CHARITY DAY**  
**8TH - STAR TREK DAY**  
**8TH - LITERACY DAY**  
**10TH - SUICIDE**  
**PREVENTION DAY**  
**15TH - GREENPEACE DAY**  
**21ST - GRATITUDE DAY**  
**30TH - PODCAST DAY**

## CELEBRITY BIRTHDAYS

2 KEANU REEVES  
4 DAMON WAYANS  
5 FREDDIE MERCURY  
6 IDRIS ELBA  
7 BUDDY HOLLY  
10 JACK MA  
13 ROALD DAHL  
15 AGATHA CHRISTIE  
16 LAUREN BACALL  
20 SOPHIA LOREN  
25 WILL SMITH  
25 CATHERINE ZETA-JONES  
26 SERENA WILLIAMS  
26 OLIVIA NEWTON JOHN  
27 GWYNETH PALTROW

## ACTIVITIES & WHERE TO SHARE

[illegible]

# SEPTEMBER

# BLOG ARTICLE PLANNER

**STORY IDEAS: PERSONAL, INDUSTRY, NEWS RESEARCH,  
ENVIRONMENTAL, EDUCATIONAL, POLITICAL, SOCIETY, HERO STORY,  
CASE STUDY, OPINION, CELEBRITY... & REPURPOSING:**

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# CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

**HALLOWEEN  
SPRING/FALL  
LABOUR DAY (AUS)  
DAYLIGHT SAVINGS  
COLUMBUS DAY**

1ST- COFFEE DAY  
4TH - WORLD SMILE DAY  
7TH - WORLD HEALTH DAY  
10TH - MENTAL HEALTH DAY  
16TH - STEVE JOBS DAY  
19TH - EVALUATE YOUR LIFE  
24TH - UN DAY  
26TH - MAKE A DIFFERENCE DAY  
29TH INTERNET DAY

## ACTIVITIES & WHERE TO SHARE

[illegible]

## CELEBRITY BIRTHDAYS

2 MAHATMA GANDHI  
4 SUSAN SARANDON  
5 RAY CROC  
12 HUGH JACKMAN  
13 MARGARET THATCHER  
17 RITA HAYWORTH  
21 KIM KARDASHIAN  
24 WAYNE ROONEY  
25 PABLO PICASSO  
25 KATY PERRY  
26 HILLARY CLINTON  
27 THEODORE ROOSEVELT  
28 BILL GATES  
28 JULIA ROBERTS  
CHRISTOPHER COLUMBUS

# BLOG ARTICLE PLANNER

[illegible]

# NOVEMBER

## CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

**SPRING/FALL  
MELBOURNE CUP  
VETERANS DAY  
THANKSGIVING  
BLACK FRIDAY SALES  
GUY FAWKES  
REMEMBRANCE DAY  
MOVEMBER**

7TH - STRESS AWARENESS DAY  
8TH - WORLD RECORD DAY  
9TH - FREEDOM DAY  
13TH - KINDNESS DAY  
16TH - TOLERANCE DAY  
19TH - MEN'S DAY  
20TH - ENTREPRENEURS DAY

## CELEBRITY BIRTHDAYS

2 MARIE ANTOINETTE  
4 MATTHEW MCCONAUGHEY  
6 SALLY FIELD  
7 MARIE CURIE  
8 GORDON RAMSAY  
12 GRACE KELLY  
13 WHOOPI GOLDBERG  
19 TED TURNER  
20 ROBERT F KENNEDY  
22 BILLIE JEAN KING  
26 TINA TURNER  
27 BRUCE LEE  
27 JIMI HENDRIX  
30 WINSTON CHURCHILL  
30 MARK TWAIN

## ACTIVITIES & WHERE TO SHARE

[illegible]

# BLOG ARTICLE PLANNER

This image shows a full page of white paper with horizontal grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the page.

# DECEMBER

## CONTENT PLANNER

**THEME:** \_\_\_\_\_

## OPPORTUNITIES

**CHRISTMAS  
WINTER/SUMMER  
HOLIDAYS  
FAMILY  
FOOD  
GIFTS**

3RD - WALT DISNEY DAY  
4TH - WILDLIFE DAY  
5TH - NINJA DAY  
7TH - PEARL HARBOUR DAY  
16TH - RECONCILIATION DAY  
18TH MIGRANTS DAY  
21ST - SHORT GIRL DAY  
31ST - MAKE UP YOUR MIND DAY  
NEW YEARS EVE!

## CELEBRITY BIRTHDAYS

1 RICHARD PRYOR  
3 OZZY OSBOURNE  
5 WALT DISNEY  
8 JIM MORRISON  
12 FRANK SINATRA  
13 BRAD PITT  
18 CHRISTINA AGUILERA  
18 STEVEN SPIELBERG  
21 JANE FONDA  
24 HOWARD HUGHES  
26 MAO ZEDONG  
28 DENZEL WASHINGTON  
28 STAN LEE  
30 LEBRON JAMES  
30 TIGER WOODS

## ACTIVITIES & WHERE TO SHARE

[illegible]

# BLOG ARTICLE PLANNER

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# CONGRATULATIONS!

## YOU'VE COMPLETED YOUR PLANNER

**PHEW! WHAT A YEAR YOU'VE HAD!**

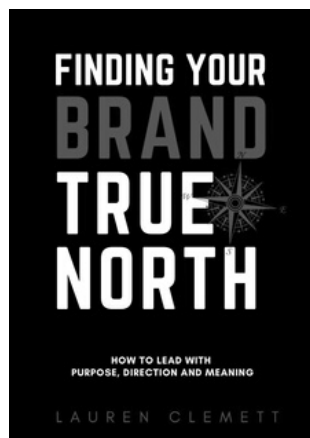
**HOW MUCH CLOSER ARE YOU TO THAT BHAG YOU SET RIGHT AT THE START?**

**ARE YOU READY FOR ANOTHER YEAR?**

**HOPEFULLY YOU HAVE SET SOME PRODUCTIVE HABITS AND YOU ARE ON TRACK TO CREATE MORE IMPACT BY PLANNING YOUR MARKETING AND CREATING COMPELLING CONTENT PEOPLE WANT TO FOLLOW YOU FOR.**

**TIME TO GET YOUR NEXT YEARS PLANNER STARTED SO YOU CAN CONTINUE TO TAKE CONSISTENT ACTION IN BUILDING AND PROMOTING YOUR BRAND WITH PURPOSE & DIRECTION.**

**YOU CAN ORDER ANOTHER PLANNER AND THE 'FINDING YOUR BRAND TRUE NORTH' GUIDEBOOK PLUS ENQUIRE ABOUT LAUREN'S AVAILABILITY TO SPEAK AT YOUR NEXT EVENT BY VISITING [WWW.YOURBRANDTRUENORTH.COM](http://WWW.YOURBRANDTRUENORTH.COM)**





**[WWW.YOURBRANDTRUENORTH.COM](http://WWW.YOURBRANDTRUENORTH.COM)**