

JANUARY 2021

Key themes for the month: New Year's, Resolutions, Women Rock Day, Martin Luther King Jr. Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
					Business trends for the New Year	Social media marketing trends for the new year
3	4	5	6	7	8	9
Women Rock Day: How Women Businesses Can Succeed in the New Year	How to set business goals for the New Year	How to stick to your business goals in the New Year	How to get your team on board with new business goals	How to rebound on goals after a difficult year	National Bubble Bath Day: How Entrepreneurs Can Practice Self Care in the New Year	The hottest online business tools for the year
10	11	12	13	14	15	16
The hottest industry specific tools for the year	How I Decided on My Pricing	How Entrepreneurs Can Keep Their Health Goals in the New Year	How not to give up on business goals in the New Year	Organize Your Home Day: X Tips for Organzing Your Home Office for Utmost Productivity	How to Build a Team in X Year	Top Challenges Businesses will Face in X Year
17	18	19	20	21	22	23
Top Challenges X Industry Will Face in New Year	Martin Luther King Jr. Day: What Martin Luther King Jr. Taught Us About Having Vision	How to Start a Business in X Year	Industry specific trends for the New Year	What Buyers Are Looking for in X Year	How to Use Email Marketing in X Year	X Best Business Organizational Systems for X Year
24	25	26	27	28	29	30
How to Increase Sales in X Year	X Skills Business Owners Must Learn in X Year	How to Manage Cash Flow in New Year	How to Streamline Business Finances in New Year	X Marketing Trends for X Year	How X Industry Can Innovate in 2021	How to Scale Your Business in X Year
31						
How to Prepare Your Clients for X Year						
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FEBRUARY 2021

Key themes for the Month: Valentine's Day, New Year's Goals, National Freedom Day, World Marriage Day, Susan B. Anthony Day, President's Day, African American History Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2	3	4	5
	National Freedom Day: How Entrepreneurship Creates Freedom	X Ways to Love On Your Team	X Ways Business Owners Can Love on Themselves	How To Improve Customer Service	How to Overdeliver for Clients
7	8	9	10	11	12
How to Create Community	How to Beautify Your Brand	How to Find Employees/Contractors You Love	How to Attract Clients You Love	How to Design a Workflow You Love	X Ways to Use Love In As Your Bottom Line
14	15	16	17	18	19
How to Build a Business You Love	A Beginner's Guide to Creating Amazing Customer Experiences	How to Build Business Relationships	How to Get Your Spouse On Board With Your Business	How to Get Your Partner On Board with Your Business	How to Work With Your Partner
21	22	23	24	25	26
How to Work With Your Spouse	How to Find a Business Partner	Should You Work With Your Spouse?	X Networking Tips for Building Business Relationships	X Tips from African American Entrepreneurs	How to Create a Website Your Clients Love
28					
X Ways to Love On Your Clients					
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MARCH 2021

Themes: St. Patrick's Day, International Women's Day, Women's History Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
	X Ways Unplugging From Your Business Makes You More Money	National Read Across America Day: X Books for Business Owners	X Copywriting Tips for Your Sales Pages	National Grammar Day: How to Find The Best Copywriter For Your Business	Why You Need A Copywriter	National Day of Unplugging: Why Entrepreneurs Needs to Unplug
7	8	9	10	11	12	13
X Tips to Unplug From Your Business	National Women's Day: How Women Entrepreneurs Are Saving America	3 Top Women Business Coaches on Instagram	3 Top Women Business Coaches on Twitter	3 Top Women Business Coaches on LinkedIn	3 Top Women X In Y Industry	Why We Need Women Entrepreneurs
14	15	16	17	18	19	20
Why Representation Matters	X Pieces of Advice from Women Coaches	X Ways to Promote Women At Work	St. Patrick's Day	X Ways to Advocate for Women at Work	Morning Routines of Top Women Coaches	How These Top Women Business Coaches Define Success
21	22	23	24	25	26	27
Top Women Business Coaches in X Intrustry	How to Be a Leader	X Quotes from Top Women Coaches	X Business Ideas for Women	X Side Hustle Ideas for Women	How Women Can Get Funding For Their Businesses	How to Pitch Investors for Your Business
28	29	30	31			
3 Ways to Bring Feminine Leadership to Male Dominated Industries	X Women Leaders You Need to Know	How Women Can Find Business Mentors				

APRIL 2021

Themes: Taxes, Spring

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
				X Tax Deductions for Business Coaches	X Tax Deductions for X Industry	X Tax Deductions for X Business
4	5	6	7	8	9	10
How to Find an Amazing Accountant	x Reasons Why You Need an Accountant	X Tax Rules Business Coaches Need to Know About	X Tax Rules X Business Need to Know About	How to Do Year Long Tax Planning for Your Business	How to Organize Your Business Finances	How to Streamline Your Business Finances
11	12	13	14	15	16	17
x Terms You Need to Know About Business Finances	X Ways to Increase Profits In Your Business	Do you need a CFO?	The Differences Between Contractors and Employees	Do you need to hire contractors or employees?	X Tax Mistakes Business Owners Make	Different Kinds of Incorporations and Why They Matter
18	19	20	21	22	23	24
How to Spring Clean Your Business Finances	How to Spring Clean Your Business Expenses	How to Spring Clean Your Home Office	How to Spring Clean Your Business	What to expect in Q2	X Home Office Organization Tips	How to Reduce Mental Clutter
25	26	27	28	29	30	
How to Organize X Part of Your Business	How to Streamline Your Marketing	How to Get Rid of Clutter in Your Business	How to Spring Clean Your Office (Outside of Home)	How to Streamline Your Business Processes	How to Declutter Your Business Files	
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MAY 2021

Themes: Spring Cleaning

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 What to Do If You Gave Up On Your Annual Business Goals
2 What to Do If You're Behind on Your Annual Business Goals	3 What are trends in the news having to do with your business?	4 X Tools for Organizing Your Business	5 X Project Management Tools for Keeping Your Team Organized	6 How I Pivoted A Year Ago	7 What the pandemic of 2020 taught me about business	8 How to Indentify Your Slow Seasons
9 6 Predictions for [Your Field] This Year	10 How I've Promoted Myself Online As An Extrovert/Introvert	11 5 Things I've Learned in the Last X Years of Running My Business	12 How to Decide On Your Goals for Next Quarter	13 Pet Peeves About the Industry	14 Calling Out Things In Your Industry	15 How to Prepare Your Business for the Summer Slowdown
16 How Entrepreneurs Can Think Successfully	17 How to Improve (X Thing You Specialize In)	18 Why You Need to Be a Millionaire	19 X Reasons Why X Business Coaches Went Into Business	20 National Be a Millionaire Day	21 How to Price Your Products and Services	22 How You Bounced Back From Failure
23 How to Get Attention In the Marketplace	24 How to Get Attention in X Industry	25 Three Lies About Visibility	26 Three Lies About Sales	27 X Pivots to Make In Your Business	28 How to Fire Somebody	29 How to Network to Build Your Net worth
30 X Industry Trends for the summer	31					
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JULY 2021

Themes: Summer Vacation, Travel, 4th of July

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
				How Freedom Helps You Build Businesses	How to Celebrate 4th of July In Your Business	How to Make an Impact Even if You Don't Feel Like an Expert Yet
4	5	6	7	8	9	10
4th of July	How to Create a Location Independent Business	How to Work From Anywhere in the World	X Location Independent Business Ideas	My Favorite Online Events to Attend for Inspiration	How to Create an International Retreat for Clients	X Places Entrepreneurs Must Travel To
11	12	13	14	15	16	17
How to Eliminate Overwhelm in Your Business	How to Plan for Time Off	How to Scale Your Business So You Can Take a Vacation	X Ways to Speed Up Your Business During the Summer Slow Down	How to Do Sales Follow Up When People Are Traveling	How to Stop Making Excuses	How to Build a Sales Routine
18	19	20	21	22	23	24
How to Make More Impact with a Brand Movement	News trends for the week/month	How to Travel When You Run a Business	X Ways to Promote Your Business in the Summer	Why You Need to Start Planning for Next Year Now	X Upcoming Trends for Business	X Upcoming Trends for Industry
25	26	27	28	29	30	31
Top Business Coaches of the Summer	How to Balance Business and Family Time	How to Know When to Slow Down and When to Press Forward	Market Trends that Impact Your Industry	New Social Media Trends	Which Social Media Platform to Choose for Your Business	
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JUNE 2021

Themes: Summer, Effective Communications Month, LGBT Pride Month, Summer Vacation

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 How to Avoid Burnout	2 How To Get it All Done Mindset Training	3 How to Serve Clients So They Keep Coming Back	4 How Businesses Can Plan Out Content Strategy	5 How to Lead By Serving Your Clients Well
6 How to Celebrate Pride In Your Business	7 How to Make Sure Your Business is Diverse	8 Why Diversity Matters in Business	9 Rules for Social Media Success	10 What to Do When You Don't Hit Your Goals	11 How to Rebound From Business Mistakes	12 X Entrepreneurs Share The Best Investment I've Ever Made In My Business
13 The Importance of Authenticity in Marketing	14 How to Effectively Communicate with Team	15 How to Effectively Communicate with Clients and Customers	16 How to Have a Successful Product/Service Launch	17 X Ideas to Communicate with Your Social Media Followers	18 How to Use Social Media to Attract Clients	19 X Social Media Copy Secrets to Attract Clients
20 News Trends	21 How to Prepare Your Business for Summer Vacation	22 How to Organize Your Business for Summer Vacation	23 How to Balance Your Business And the Kids At Home	24 Taking a Stand on a Specific News Topic	25 X Entrepreneurship Activites for Kids on Summer Break	26 How to Teach Your Kids About Entrepreneurship
27 How to Hire Your Kid	28 How to Properly/Legally Pay Your Kid	29 How to Stop Paying Small	30			
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AUGUST 2021

Themes: Winding Down Summer

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 3 Tips to Try When You've Lost Your Motivation	2 X Business Coaches Share How to Become the Top Leader in Your Industry	3 How to Best Utilize LinkedIn In Your Business	4 How to Best Utilize Facebook Ads In Your Business	5 X Business Coaches Share How to Become Visible	6 Business Coach Shares Top Tips for Getting Over Your Fear of Being on Camera	7 How to Become Successful In the Post 2020 Economy
8 X Strategies for Increasing Your Sales	9 X Strategies for Increasing Your Reach	10 X Strategies for Increasing Your Visibility	11 X Strategies for Increasing Your Revenue	12 X Strategies for Increasing Your Profits	13 Stories you've learned from clients	14 Business Coaches Share Why Most Entrepreneurs Fail and How to Prevent It
15 How to Connect on Instagram	16 How to Create a Business Plan	17 Personal story of failure and rebounding	18 How to Grow Your Email List	19 How to Best Utilize Video for Your Business	20 How to Get More YouTube Subscribers	21 How to Find the Right Hires
22 Expert Explains How to Target the Right Audience	23 X Businesses You Can Start on the Side of Your Job	24 How Top Business Coaches Manage Their Social Media Content	25 X Business Owners Explain How They Started Their Businesses with No Money	26 How to Decide Which Products to Become an Affiliate For	27 X Marketing Pitfall to Avoid in X Year	28 How to Create Irresistible Offers
29 x Simple Ways to Scale Your Business	30 How to Build Momentum in Your Sales	31 How to Build Momentum in Your Marketing				
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SEPTEMBER 2021

Themes: Back to School, Fall Goals (AKA: New Year's Part 2), Suicide Awareness Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 News trends	2 Best Places Online to Learn New Skills	3 How to Use Back to School Season to Boost Sales	4 How to use Back to School Season in Your Marketing
5 How to Go from Employee to Entrepreneur	6 Getting your business back on track now that kids are back in school	7 How to re-commit to the goals you set in January	8 My Secrets to Getting Found Online	9 Best Ways to Get Free Promotion	10 How to Use Virtual Events to Attract New Clients	11 X Coaches Share How to Create the Best Mission Statement
12 How to Hack Your Own Productivity While Working at Home	13 10 Ways Businesses Can Grow Their Audience	14 How to Craft a Great Bio That Gets the Right Attention	15 25 Ways to Make Money In Your Business	16 Expert Shares The Things You Need on Your LinkedIn Profile	17 Mental Health for Entrepreneurs	18 Mindfulness Practices for Entrepreneurs
19 Where Entrepreneurs Can Find Support Groups	20 Why Entrepreneurs Need Other Entrepreneur Friends	21 How to Bounce Back from Financial Troubles on Your Business	22 How to Overcome Perfectionism	23 How to Build a CEO Mindset	24 How To Use Mindfulness to Reach Your Goals	25 Stress Reduction Strategies for Entrepreneurs
26 X Mindsets of Successful Businesses	27 X Ways to Build Resilience as An Entrepreneur	28 X Experts share their resilience stories	29 How to Stay Organized as an Entrepreneur	30		
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OCTOBER 2020

Themes: Halloween, Holidays

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
					Sales Page Tips to Increase Conversions	Landing Page Tips to Increase Conversions
3	4	5	6	7	8	9
How to End Q4 Strong	How to Increase Your Sales In Q4	How to Use Trello to Organize Your Business	6 Books for Female Entrepreneurs	How to Stop Procrastinating	How to Use Asana to Organize Your Business	6 Goals You Should Have in the next year
10	11	12	13	14	15	16
End Of Year Buisness Review	5 Tips to Bring Your Business to the Next Level in X Year	What investments to make at the end of the year	How to Create a Challenge for Your Business	How to Brainstorm Better Content Ideas	How to Hit Your Goals in Just 90 Days	5 Entrepreneurs You Should Follow Right Now
17	18	19	20	21	22	23
Experts share their success secrets	Experts share their hiring secrets	experts share their sales secrets	Experts share their marketing secrets	How to Plan Your Business Goals for X Year	How to Make Better Decisions for Your Business	How to Test Your New Business Idea
24	25	26	27	28	29	30
How to Align Your Business with Your Values	How to Plan for Your 6 Figure Year	How to Plan Your 7 Figure Year	When is It Time to Hire A Coach or Consultant	The Number One Thing Holding Most People Back	How to Grow a Business on a Budget	How to Prepare for End of Year Taxes
31						
X Business Horror Stories						
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NOVEMBER 2021

Themes: Thanksgiving, Gratitude, Black Friday, Cyber Monday, Cyber Week, Holidays

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Why Entrepreneurs Must Practice Gratitude	2 Gratitude as a money mindset practice	3 5 Tips to Improve Your Business Mindset	4 How Entrepreneurs Can Practice Gratitude Every Day	5 How to Show Your Clients You Appreciate Them	6 How to Show Your Team You Appreciate Them
7 How to Plan Your Black Friday Sales	8 How to Plan Your Cyber Monday Sales	9 How to Plan Your Cyber Week Sale	10 Thoughts and opinions on Black Friday	11 Trends in the news	12 Trends in your industry	13 How to handle family that doesnt support your business
14 3 Ways to Outsmart Your Competition	15 How to Plan a Holiday Break For Your Business	16 Opinions on Hustling	17 Unpopular opinions about your industry	18 Opinions about hustling	19 Holiday Trends for X Businesses	20 Holiday Trends for X Jobs
21 How to Give Back with Your Business	22 How to add a philathropic aspect to your business	23 X Challenge Ideas for 2021	24 How to Create More Impact In Your Business	25 How to not lose momentum during the holidays	26 What to do when you feel like Giving Up	27 How to market yourself during the holidays
28 FB ad strategies for the holidays	29 Free marketing strategies	30 How to beat out competition during holiday season				
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DECEMBER 2021

Themes: Holidays, sales, planning for new year, end of year taxes, budgets

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 How to Use Holiday Sales in Your Business	2 Discounts vs. Bonuses	3 How ____ [social media] Has Helped My Business	4 X Website trends for X year
5 X Places to Buy Client Gifts	6 Client Gifts under \$X	7 Gifts for high end clients	8 How to Set Sales Goals for 2021	9 How to Get Your Team on Board for Next Years Goals	10 How to Throw a Holiday Party for Company and clients	11 How to Create Business Goals for 2021
12 3 Year Business Planning	13 5 Year Business Planning	14 X Business Books for X Year	15 How Focus During the Holidays	16 How to Smash Your Sales Goals in December	17 How to Plan Holiday Event to Attract New Clients	18 Holiday marketing for small businesses
19 How to Find the Right Mastermind	20 How to Find the Right Mentor in the new year	21 How to Run an Efficient Business	22 How to Use Holiday Giveaways in Your Business	23 Business Forensic Analysis	24 How to Maintain Momentum During the Holidays	25 How to Stay Focused On Your Goals in X Year
26 Why You Should/Shouldn't Take a Break	27 How to Get Clear on What You're Truly Capable of Accomplishing	28 3 Things to Stop Doing Right Now if You Want to Grow Your Business	29 X Things to Let Go Of In the New Year	30 X Hires to Make In The New Year	31 How to Celebrate Your Accomplishments	
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