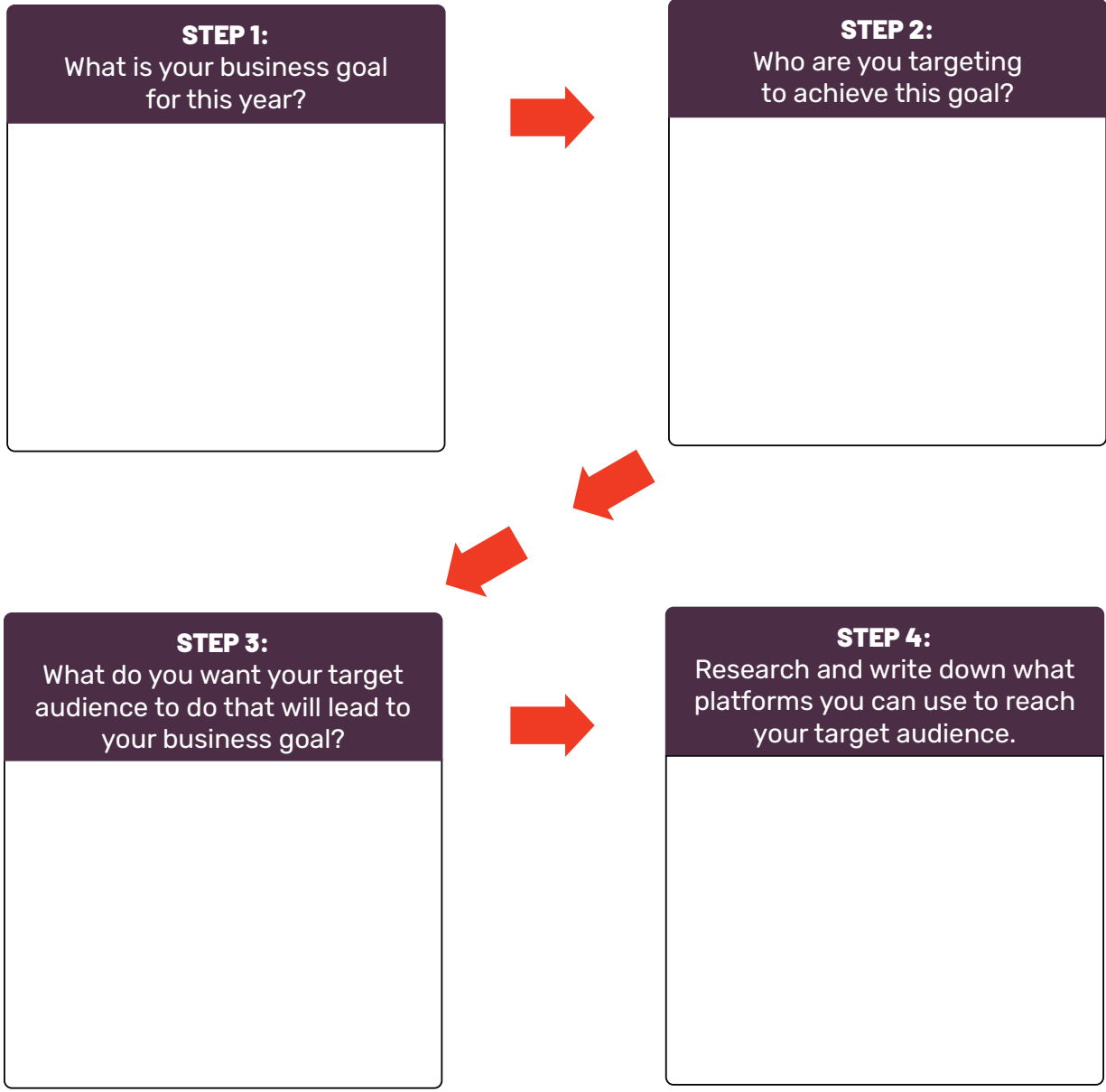


**SIMPLIFIED**

# Content Development for the month

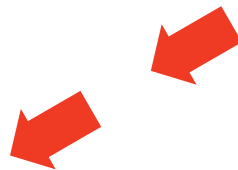


**CONTINUED ON NEXT PAGE**

**STEP 5:**  
Are there any events or deadlines that occur this month that may influence your target audience?



**STEP 6:**  
What can you talk about to your target audience to achieve step 3?



**STEP 7:**  
Go to the next page to put it all together!

CONTINUED ON NEXT PAGE

	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>
Example	Task: Publish blog article about choosing Medicare during Open Enrollment	Task: Send email to clients about Medicare Open Enrollment blog article  Target: Clients ages 60+ and clients with parents choosing Medicare  Goal: Build on client's confidence that we are looking out for their best interest		Task: Post on Facebook and LinkedIn about Medicare Open Enrollment  Target: Connections who are 60+ and connections who have parents choosing Medicare	
<b>WEEK 1</b>					
<b>WEEK 2</b>					
<b>WEEK 3</b>					
<b>WEEK 4</b>					