



# **MODULE #3**

## **PLAN YOUR MEDIA APPEARANCES**



# JANUARY – SPECIAL DATES & PROMPTS

## **New Years Day - January 1st**

***1) January is the start of a New Year and many people will be making resolutions.***

### **Ideas**

How to Create New Year's Resolution

What Resolutions you plan on making and why

How to start the new year right

(think also about the types of resolutions persons make at this type of the year and capitalize on this: Weight Loss, Saving more, etc)

***2) January is Get Organized month. All about starting fresh.***

### **Ideas**

Tips on how to be more to organize your space

How you plan on being more organized for the new year

***3) January is also a time for predicting trends for the upcoming year.***

### **Ideas**

As an expert you can talk about what is the best newest things your audience can look out for. For example if you're into fashion, what's the latest color or if you're an entrepreneur what are your top predictions for your industry in business.



# FEBRUARY – SPECIAL DATES & PROMPTS

**Valentine's Day - February 14th**

**Carnival Monday & Tuesday - Trinidad & Tobago**

## ***1) February is all about love and relationships.***

### **Ideas**

Talk about the best relationships (business relationships, colleagues, family depending on your industry)

Focus on persons who may have helped you on your journey

You can even talk about the love you have for yourself, your accomplishments and the strides you've made in your business

## ***2) February is also American Heart Month & Black History Month.***

### **Ideas**

If you're in the health and wellness industry, you can post heart care tips, healthy habits and recipes, etc

Pay homage to great persons of color who have inspired you and why.

Discuss what you may have had to overcome in business based on your ethnicity

## ***3) February is usually carnival season (Trinidad & Tobago only).***

### **Ideas**

Carnival Safety tips, Staying safe and/or healthy

How your product/service can help persons be safe and enjoy the season or how you plan on enjoying the season



# MARCH - SPECIAL DATES & PROMPTS

**International Women's Day - March 8th**

**International Day of Happiness - March 20th**

***1) The first day of spring is in March.***

## **Ideas**

Spring cleaning you home, your relationships, your business, digital space aka clearing the clutter from your computer. (post will vary by industry)

***2) March is Nutrition Month, Kidney Month.***

## **Ideas**

Focus on health (tie into St Patrick's Day and talk about healthy green smoothies and dishes - if you're a health coach)

***3) March is the season for the Academy Awards.***

## **Ideas**

If you're a fashion or beauty expert, you can talk about celebrity hair, makeup, colors that are in season or fashion look.

***4) March is Women's History Month.***

## **Ideas**

A series about the women who inspire you, what men can learn from women and the great strides women in your industry have made



# APRIL - SPECIAL DATES & PROMPTS

**April Fool's Day - April 1st**

**Easter**

**World Health Day - April 10th**

**National Siblings Day - April 17th**

***1) Earth Day is in April.***

## **Ideas**

Talk about the environment or about getting outside or being more active outdoors.

***2) Easter falls in April.***

## **Ideas**

People will be getting together with their families, so if you're a relationship coach, it's a great time to talk about how to get along with your family members or how to have tough conversations with them. Talk about your plans for the long weekend ahead.

***3) April is Stress Awareness Month.***

## **Ideas**

You can talk about how you keep your stress levels in check  
Best practices of things you've used to reduce stress  
The importance of keeping stress levels down



# MAY – SPECIAL DATES & PROMPTS

**Mental Health Month**

**National Meditation Month**

**Skin Cancer Detection and Prevention Month**

**Mother's Day**

**Indian Arrival Day - May 30th**

***1) May is known for Mother's Day.***

## **Ideas**

Instead of the usual stories about what to buy mom for Mother's Day or which recipes to make, how about a personal story about how your mom influenced your career and life choices? Or, how about the best advice you ever got from your mom or your favorite qualities about your mom?

***2) May is Mental Health Month.***

## **Ideas:**

Talk about mental health matters like anxiety and depression. If you've dealt with mental health problems yourself, you can talk about how you've coped with it (i.e., yoga, meditation, medication, etc). Or, you could talk about mental strategies you use that have helped boost your business.

# JUNE – SPECIAL DATES & PROMPTS

## **Men's Health/Cancer Awareness Month Father's Day**

### ***1) June is Father's Day.***

#### **Ideas**

Similar to Mother's Day, think outside-the-box. Rather than talk about gift ideas, how about a post on how to communicate better with your dad? Or, you could pitch a personal story on how your father has influenced your life or your business.

### ***2) June is Men's Health/Cancer Awareness Month.***

#### **Ideas**

If you're a in the health industry, give tips and ideas as it relates to men's health

### ***3) International Yoga Day in June.***

#### **Ideas**

Depending on your industry, post about yoga or mindfulness. If you use this regularly as part of your own health regime, then talk about how this has helped you in business.

Get creative. Is there a great yoga pose you know of that no one has ever heard of? Does yoga have some surprising benefits that no one knows about (i.e. can it improve your performance at work or boost your relationship somehow?).



# JULY - SPECIAL DATES & PROMPTS

**Parent's Day - July 22nd**

**International Day of Friendship - July 30th**

***1) July is the start of summer.***

## **Ideas**

America's Independence - 4th of July and what it means to be free  
(to have your own business, financially free, etc)

Fun in the sun ideas

What do you do to relax, vacation ideas

Why is taking a vacation or time off good for our business

Fun ideas with kids for the season -- arts & crafts, games, etc

***2) Parents' Day is in July.***

## **Ideas**

Talk about or offer advice on how to juggle running a business and spending quality time with your kids. If you're a parent yourself, you could even talk about how you manage running a business and raising children.

***3) International Day of Friendship is at the end of July.***

## **Ideas**

Talk about the friends in your life who you have counted on

The ones who never let you down and how they've been instrumental in your success

Think about a 'thank you' story to honor them

Talk about why relationships are important in business.

Tips on how to strengthen relationships





# AUGUST – SPECIAL DATES & PROMPTS

**Emancipation Day - 1st August (Trinidad & Tobago)**

**Independence Day - 31st August (Trinidad & Tobago)**

**Back to School Month**

***1) August marks the end of summer.***

## **Ideas**

You could talk about how to plan a last-minute vacation

You can talk about how you plan to end the summer on a high note

***2) August is National Breastfeeding Month and the first week of August.***

## **Ideas**

Are you or do you work with new moms? Talk about the challenges you or your clients face. If you're a health or nutrition coach, how about a story on the nutrition benefits of breastfeeding? Or a post listing the pros and cons of breastfeeding versus using formula?

***3) Women's Equality Day is at the end of August.***

## **Ideas**

Write a think piece about gender equality in the workplace. You could write about your own experience as a female entrepreneur, or if you're a business or life coach, you could offer your top 10 tips for battling sexism in the office.



# AUGUST – SPECIAL DATES & PROMPTS

## ***4) August is Emancipation Day & Independence in Trinidad & Tobago.***

### **Ideas**

Talk about what freedom means for you

What legacy you'd like to leave

What you'd like to be remembered for

## ***5) Back to School Month.***

### **Ideas**

How are you handling this as a parent

Tips to help other parents cope

How to survive home schooling

Check-in post of parents in your community asking how they're doing

If you work with kids, talk about how to prepare

# SEPTEMBER – SPECIAL DATES & PROMPTS

**National Ovarian Cancer Awareness Month**

**Thyroid Cancer Awareness Month**

**National Childhood Obesity Awareness Month**

**International Day of Peace - 21st**

***1) School would have officially begun.***

## **Ideas**

If you work with kids give parenting advice such as ways to make homework more fun.

***2) September is National Ovarian Cancer Awareness Month and Thyroid Cancer Awareness Month***

## **Ideas:**

If you're into health it's an ideal time to talk about information related to these issues. You could do some research to find out if there are any new studies or statistics related to these cancers in order to find an interesting angle.

***3) International Day of Peace is in September.***

## **Ideas**

If you're a life coach, you can talk about the benefits of and how to find inner peace. Or if you're a business coach, how about a story on how to stay zen even when your business feels chaotic



# OCTOBER – SPECIAL DATES & PROMPTS

**National Breast Cancer Awareness Month**

**LGBT History Month**

**AIDS Awareness Month**

**Domestic Violence Awareness Month**

**Halloween - October 30th**

## ***1) October is Breast Cancer Awareness Month.***

### **Ideas**

If you're health coach who can speak on this topic, Have there been any breakthroughs in breast cancer research this year ? Do you know of any inspiring breast cancer survivor stories? If you're a business coach, how about a post on why it's beneficial for your company to support a charity or health cause like Breast Cancer Awareness?

## ***2) Halloween is big in October.***

### **Ideas**

How about a rundown of Halloween treats listed from least healthy to most healthy? If you're an entrepreneur or business coach, you could pitch a story on how to deal with nightmare clients or how to overcome a fear of making sales calls.

## ***3) Boss's Day in October***

### **Ideas**

You could talk about the secrets to being a great boss. Or you could share your personal story of how you decided to start your own business and how you've grown it.



# NOVEMBER – SPECIAL DATES & PROMPTS

**Diabetes Month National**

**Alzheimer's Disease Awareness Month**

**National Entrepreneurship Month**

**Women's Entrepreneurship Day - 19th November**

**International Men's Day - 19th November**

**Thanksgiving Day**

**Black Friday / Cyber Monday**

**Small Business Saturday 24th November**

***1) Thanksgiving is in November.***

## **Ideas**

Rather than talk about the same old ideas on how to be more grateful, how about a post on how gratitude can improve your bottom line? Or how being more grateful can improve your health? If you're a business coach, maybe there's a story on taking a step back and focusing on how far you've come instead of berating yourself for not accomplishing enough.

***2) November is also a big shopping month with Black Friday, Small Business Saturday, and Cyber Monday.***

## **Ideas**

Think outside the box. Perhaps you could talk about the importance of valuing relationships instead of things.

If you have a product to sell, now could be a good time to promote it (and offer a special deal) since people will be in a shopping mindset.



# DECEMBER – SPECIAL DATES & PROMPTS

**World AIDS Day - 1st December**

**Christmas Eve, Christmas Day & Boxing Day - 24th, 25th & 26th December**

**New Year's Eve - 31st December**

## ***1) Christmas is the stand-out holiday in December***

### **Ideas**

Traditional posts are acceptable, however if you want to stand out, make sure you add a bit of uniqueness to some of your posts

How about reasons that giving is good for your health, or tips on how to avoid weight gain during the season

Or if you're a business coach, you could pitch an article about how to throw an office holiday party without breaking the bank or how to throw a virtual party as a solopreneur.

## ***2) International Volunteer Day is in December.***

### **Ideas**

Talk about how volunteering can help grow your business

## ***3) December marks the end of the year.***

### **Ideas**

Year-end reviews and most memorable moments and accomplishments in your business?

Share your own New Year's resolutions or provide tips to help others set theirs.



# NEXT STEPS

Additional information on special dates, holidays can be found in these links. Feel free to use the most relevant ones for your business.

<https://www.daysoftheyear.com/>

<https://www.timeanddate.com/>

<https://nationaltoday.com/>

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