

FOCUS TOPIC CALENDAR PLANNING

Products or services you sell:

Subtopics, components, options, add-ons, related products:

Relevant niche groups you already serve or who could serve in the future:

Partners' products or services you could cross-sell:

Awareness months that tie into your products or services:

JANUARY:

FEBRUARY:

MARCH:

APRIL:

MAY:

JUNE:

JULY:

AUGUST:

SEPTEMBER:

OCTOBER:

NOVEMBER:

DECEMBER:

Holidays or important dates that tie into your products or services:

JANUARY:

FEBRUARY:

MARCH:

APRIL:

MAY:

JUNE:

JULY:

AUGUST:

SEPTEMBER:

OCTOBER:

NOVEMBER:

DECEMBER:

Professional groups whose content your audience might find relevant:

FOCUS TOPIC CALENDAR

Jan		Subtopics	
Feb		Subtopics	
March		Subtopics	
April		Subtopics	
May		Subtopics	
June		Subtopics	
July		Subtopics	
Aug		Subtopics	
Sept		Subtopics	
Oct		Subtopics	
Nov		Subtopics	
Dec		Subtopics	