



2019 CONTENT CALENDAR

Q2: April - June

A collage of business-related items including a mobile phone, a spiral notebook, a pen, and a pair of glasses, with a teal text overlay.

CONTENT IS KING, BUT DISTRIBUTION IS QUEEN
(and she wears the pants)

I hear it all too often:

- *“Coming up with new content is hard”*
- *“I’m afraid I’ll run out of ideas”*
- *“I have nothing to share”*
- *“I’m not an expert”*
- *“Who am I to create this?”*
- *“Where do I even begin with content marketing?”*

I get it.

Content marketing can be overwhelming because it sits in the center of all of the other marketing efforts.

But, rather than feel like you are piecemilling your marketing: always wondering what to say and post next, having a roadmap for your content will actually allow you to stop asking those questions and just work the plan.

It’s the beginning of a new quarter, an opportunity to start fresh.

I’ve got 3 months worth of topics, national holidays, and conversation starters to help you brainstorm your content and come up with a plan to start sharing your genius with the world!

keep scrollin’ to get this quarter’s content topic ideas

APRIL 2019

SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MONTH

Alcohol Awareness Month
Stress Awareness Month
National Pet Month

DATES

- 1** April Fools Day
- 7** World Health Day
- 10** National Siblings Day
- 15** Tax Day
- 19** Passover Begins
- 19** Good Friday
- 21** Easter
- 22** Earth Day
- 25** Take Your Child to Work Day
- 29** International Dance Day

APRIL CONTENT IDEAS

The change of seasons is officially here, and everyone is ready to get outside and dust off the winter hibernation. Which is perfect alignment with Earth Day - a time to focus on being green and eco-friendly. If you're a shop owner or business that focuses on being sustainable create content that talks about being green and energy efficient.

April is also stress awareness month - a great time to create content that aligns with managing stress through self-care or other wellness related methods.

Take a look at this month's topics and themes and brainstorm content ideas in the space below:

MAY 2019

SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MONTH

- Mental Health Month
- National Meditation Month
- Skin Cancer Detection and Prevention Month
- American Stroke Month
- National Teen Pregnancy Prevention Month

DATES

- 2** National Day of Prayer
- 4** Kentucky Derby
- 5** Cinco de Mayo
- 7** National Teach Day
- 12** Mother's Day
- 27** Memorial Day

MAY CONTENT IDEAS

There are a few main holidays for the month of May, with Mother's Day, Memorial Day, and Cinco de Mayo there's opportunity to feed your content engine with relevant and on-topic information to help your audience.

From ideas of how to unplug during a long holiday weekend or to talk about Mental Health and how you manage anxiety, stress, and other things related to running a business. If you're a health and wellness coach, these are great topics to cover.

If you're a lifestyle photographer, showcasing work related to the holidays like Cinco de Mayo is a great way to stay relevant and create content that aligns with the themes and topics of this month:

JUNE 2019

SUN	MON	TUES	WED	THURS	FRI	SAT
2	3	4	5	6	7	1 8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MONTH

Men's Health/Cancer Awareness Month
Great Outdoors Month

DATES

- 5** World Environment Day
- 10-16** Men's Health Week
- 14** World Blood Donor Day
- 16** Father's Day
- 18** International Picnic Day
- 21** International Yoga Day
- 21** Summer Solstic

JUNE CONTENT IDEAS

The main holiday for June is Father's Day, but it is also a big month for health and wellness with Men's Health Week and International Yoga Day. If you're a fitness or health and wellness coach, leverage these national holidays by generating content that is relevant to this time of year.

June is also the start of summer, a change of seasons, and a chance to get outdoors.

Brainstorm different ways you can create content that aligns with this month's themes and topics:

ADDITIONAL TIPS

Get messy with your ideas!

Brainstorm content ideas based on what your ideal clients are asking you and with the themes and topics in this content planner. Print out this document and write out your notes.

Give yourself some time just to brainstorm topic ideas.

Don't jump to putting it on the calendar right away - see what ideas come to you, then once you're done, add them to your calendar with publish and due dates to help keep yourself accountable to this content!

PS - content creation doesn't just mean blog or social media content, this could be used for podcasts, videos or any other medium of getting your information out there!

A portrait of a woman with brown hair, wearing a black sleeveless top and a large, light-colored necklace. She is smiling and looking towards the camera. The background is a plain, light color.

hey there!

I'M SIANNE

A tea-loving marketing + branding strategist and website designer. A corporate marketer turned creative business owner.

My mission is to help other creative entrepreneurs and small business owners gain clarity in their brand messaging and grow their business, simply.