



THE ULTIMATE
online business
content calendar

january

	MON	TUE	WED	THU	FRI
WEEK 1	How your business came to be	What people should know about you	The top questions people ask me	What I wish I knew before starting my business	A quick 'how to' video
WEEK 2	How I landed my first client	How I landed my first client	Remind people of one of your freebies	Why I am expert in what I do	How others can start a business like yours
WEEK 3	10 things people don't know about you	What is your work process?	Do a Q&A	Ask for advice on something	Behind the scenes of your business
WEEK 4	What you love most about what you do	A phrase that inspires you	Share your framework	3 ways your services help people	Remind people of one of your freebies
WEEK 5	How you organize yourself	What do you love to do?	Remind people of one of your freebies	Why authenticity matters to you	Someone you really admire

february

	MON	TUE	WED	THU	FRI
WEEK 1	What inspires you?	What is your word of the month?	What do you stand for?	A beginner's guide to what you do	Remind people of one of your freebies
WEEK 2	A client success story	Ask your audience how they found you	What you like to do on Valentine's day	Your favorite book of all time	What is your most surprising story?
WEEK 3	What makes you different from the rest?	What makes you feel at peace?	How you have overcome fear	How can people work with you?	The best thing about your business
WEEK 4	How you chose your team	The top habits to live your best life	The 'why' behind your business	How you grew up	How to build a routine (related to what you do)
WEEK 5	3 favorite resources	Who you look up to and why	Remind people of one of your freebies	Why your audience is making things harder	An incredible client story

march

	MON	TUE	WED	THU	FRI
WEEK 1	The reason why your audience is stuck	A client success story	Do a tutorial	Remind people of one of your freebies	Do something creative
WEEK 2	5 people they need to follow	The story behind your logo	A client success story	Your opinion on something on the news	Something cool that happened this week
WEEK 3	What do you believe in?	A quote you love	Recommend a small business you love	What mistake are most people making?	What you learned at an event
WEEK 4	What keeps you focused?	Remind people of one of your freebies	Talk about your workspace	Your morning routine	What are you committed to right now?
WEEK 5	use a popular TV show as a metaphor	Your favorite thing to do (outside of your business)	Your favorite movie of all time	5 phrases you love	What did you learn this month?

april

	MON	TUE	WED	THU	FRI
WEEK 1	1 thing your audience thinks they need	What your definition of success is	What makes your offer different?	What's always on your desk while you work?	Your secret formula
WEEK 2	How taking care of yourself helps your business	Your biggest fail	Your most popular blog post/ social media post	How to hire a team	How you handle work/life balance
WEEK 3	The biggest misconception people have	What you wanted to be when you grew up	A client success story	Remind people of one of your freebies	The book that changed your life
WEEK 4	Tackle a common objection	Your most important values	Talk about your brand colors	Warning signs you need to watch out for	Shoutout another business
WEEK 5	Remind people of one of your freebies	The first time you felt like 'you did it'	How to get out of a bad mood	The best trip you have taken	How to get into the zone



indy

	MON	TUE	WED	THU	FRI
WEEK 1	Overcoming fear	How you know if a client is right for you	How you created your signature offer	What are you determined to do	Word of the month
WEEK 2	your client experience	A difficult client situation	What's your biggest goal?	Remind people of one of your freebies	A mother's day story
WEEK 3	Who are your biz besties?	If you were a billionaire would you be running your biz?	A client success story	Your favorite vacation	Lies about visibility
WEEK 4	It's Monday - how do you feel about the week ahead?	Give an expert tip	Favorite song of all time	Share a story about you starting your business	Your journey to authenticity
WEEK 5	Remind people of one of your freebies	Do a tutorial for a tool you love using	How you defined your ideal clients	What is a story no one knows about you?	Your biggest lessons this month



June

	MON	TUE	WED	THU	FRI
WEEK 1	Who should your audience follow?	Where are you in your brand journey?	How are you feeling today?	Share a video success story	How do you disconnect from work at the end of the week?
WEEK 2	Share a testimonial or client screenshot	A client success story	Share your brand colors	Remind people of one of your freebies	Share a funny story about yourself
WEEK 3	A quote authored by you	Share a selfie	The tool you are super into right now	Talk about your services	Share a blog post
WEEK 4	Share a unique experience you offer your clients	What is your morning routine like?	Share an expert tip	You know what is scary?	What your favorite thing to do on a Friday is
WEEK 5	Remind people of one of your freebies	3 ways to achieve success in your business	One thing you do differently	Time saving hacks	What mistakes should your audience avoid?



july

	MON	TUE	WED	THU	FRI
WEEK 1	What are you hoping to do this month?	How do you support your clients?	The best advice you have ever gotten	What do you believe in?	How were your summers as a kid?
WEEK 2	Your favorite podcasts	Share an expert tip	Who is your biggest support?	Remind people of one of your freebies	What's your secret weapon?
WEEK 3	What's your superpower?	3 ideas to get you started	A client success story	What are you LOVING right now?	What mistakes have you been seeing your audience make?
WEEK 4	Share a quick how to advice	What matters the most in your business?	What has been on your mind?	What has backfired on you?	What is your favorite part of working with your clients?
WEEK 5	Remind people of one of your freebies	What is an industry tren?	What's a fun fact your audience doesn't know?	How you spark creativity	What is 'out of control' in your niche?

august

	MON	TUE	WED	THU	FRI
WEEK 1	"It's okay to _"	What's on your desk right now?	What do you want your audience to do?	Remind people of one of your freebies	What are you focusing on today?
WEEK 2	The biggest excuses your audience is making	3 keys to success in your niche	What doubts have you had about yourself	Share a client success story	Share a motivational quote
WEEK 3	What's on your mind right now?	3 steps to do X	Are you a coffee person?	What is a belief that holds people back?	What was exhausting this week?
WEEK 4	Who has made a big difference in your life?	Remind people of one of your freebies	Talk about impostor syndrome	What do you stand for?	What you are watching on Netflix
WEEK 5	What do you believe in?	5 things you should never do	3 ways to stay motivated to do X	Share a sneak peek on something you are working on	What do you get asked all the time?

september

	MON	TUE	WED	THU	FRI
WEEK 1	Share an expert tip	What would you hate doing?	What is the biggest challenge you have faced?	What is a common objection people have?	What does freedom mean to you?
WEEK 2	How to avoid burnout	How are you feeling today?	What do you want to ask me?	Remind people of one of your freebies	What are you hating about your biz?
WEEK 3	What music are you listening?	How do you get into flow?	Share a motivational quote	What is the biggest outcome of working with you?	What do you need help with the most?
WEEK 4	What do you stand against?	Remind people of one of your freebies	What motivates you about your business?	What's important to you right now?	Your favorite TedTalk
WEEK 5	What you are struggling with right now	4 ways X changed your life	What misconception do people have about you?	When does time pass fast for you?	Give an expert tip



october

	MON	TUE	WED	THU	FRI
WEEK 1	What is something that your audience should try?	Where your business idea started	3 things people need to know before hiring you	How you overdeliver	The hardest lesson you have learned
WEEK 2	How you manage stress	How your childhood shaped who you are today	Your favorite hobby	What is a unique view you have about something?	How you knew you wanted to be an entrepreneur
WEEK 3	What have you started and now need to finish?	What common symptoms do clients have?	A client success story	A major mindset shift you had to make	Give an expert tip
WEEK 4	5 secrets to success	What's a common lie people tell themselves	What you wish people knew	How you keep motivated	The first thing you do when a client hires you
WEEK 5	Remind people of one of your freebies	What scares you the most	What podcast have you been listening to?	What happens if people fail?	How you decide which social media platforms to use

november

	MON	TUE	WED	THU	FRI
WEEK 1	What internal resistance have you come up against?	What pet peeves do you have?	Remind people of one of your freebies	If you could change something about your industry - what would it be?	I'm thinking about doing X, what do you think?
WEEK 2	What comes up when you think about money	What no one else is saying	What's the best investment you've made in your biz?	What's going on in your life right now?	What metrics do you track in your business?
WEEK 3	What energizes you about your business?	What is your vision for your business?	A client success story	How to tutorial	What growing pains have you had in your business?
WEEK 4	How has gratitude impacted your life?	Your biggest AHA moment	Your pricing story	What you are grateful for	Do you believe that things happen for a reason?
WEEK 5	Remind people of one of your freebies	How you lead your team	What you need to know about	How do you balance work/life?	How you started your podcast/ youtube/blog



december

	MON	TUE	WED	THU	FRI
WEEK 1	Word of the month	What is a common mistake your audience makes?	Remind people of one of your freebies	Share a motivational quote	Share a selfie and what's going on today
WEEK 2	How you decide where to focus your energy	Which product did you love most this year?	What is a gift that you cherish?	How are you feeling today?	Your favorite testimonial of the year
WEEK 3	Why does your service matter?	What you do this time of year	A client success story	What this year has taught you about business	Share an expert tip
WEEK 4	Round up client post	What do you stand for or believe?	Remind people of one of your freebies	What trends do you think will happen next year?	What are you excited about?
WEEK 5	What have you sacrificed this year?	The best way to X (related to your niche)	What is the biggest win of the year?	The biggest lessons of the year	What is your vision for the next year?

