

the Magic Coordinator

the Content Conjuror

where magic meets action

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FEBRUARY 2026 FEBRUARY 2026 FEBRUARY 2026 FEBRUARY 2026 FEBRUARY 2026 FEBRUARY 2026 FEBRUARY 2026 FEBRUARY 2026

THE CONTENT CONJURER

february content calendar

CLICK EACH WEEK
TO GO STRAIGHT
TO THE IDEAS

SUN	MON	TUE	WED	THU	FRI	SAT	WEEK	month	FEB
1	2	3	4	5	6	7	1	year	2026
8	9	10	11	12	13	14 valentines day	2	notes Focuses this month: • Summer Offers • 50% off Disneyland Kids Ticket • Disney Cruise Line Take Note: • Festival of the Arts at Epcot ends 2/23 • RunDisney Princess Half Marathon Weekend @ WDW February 26 - March 2	
15	16 Presidents Day	17 Lunar New Year & Mardi Gras	18	19	20	21	3		
22	23 Festival of the Arts ends	24	25	26	27	28 Princess Half Weekend	4		
							5		

THE WEEK OF: February 2

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 What my clients started planning last month The monthly round up of the things you booked last month! Was it a light month? Talk about what you're quoting right now or what kind of trips you WANT to be booking.	3 POV: You're a Disney adult and proud of it This one is about you 😊 Use this as a moment of connection with your audience - let your freak flag fly and inject some personality into your page.	4 Hiring me = outsourcing the overwhelm without losing the fun of planning A mix of objection busting + action: showcase how you can help them without them losing the control of the fun parts of planning - while giving a clear CTA on how they can work with you.	5 Best [destination] hotels by [budget/group type/travel style] It's the month of love - so it's time to play vacation matchmaker! use different client types (honeymoon, family with older kids, girls trip, spring break, etc) and match them with a perfect vacation and/or resort.	6 Cruises are WAY more than lounging by a pool This prompt is perfect for a reel or a carousel - showcase all of the different activities you can do on a cruise that are outside of the typical pool/spa/dining. Ex: the Hero Zone on Wish/Treasure/Destiny!
THIS WEEK LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: February 9

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9 Confession: the first Disney trip I planned [insert emotion/etc] Anchor this in personal experience + emotion. Tell a story. Talk about the first time you planned a trip - either for yourself, or a client - what were those feelings and how has that changed to today after getting some experience under your belt?	10 Fact: waiting to book actually makes planning your trip harder Not only does waiting potentially increase your price - but it also means less availability for your must do dining/experiences, less time to learn the details and nuances, etc. Walk through WHY booking early puts you at an advantage. BONUS: include their flexibility options for when plans change.	11 Current ways to save at [destination] Certain promos are coming to an end at Disney in the coming days so this is a GREAT time to highlight those before they're gone.	12 What my clients say after their first [destination] vacation Testimonial Thursday, if you will - but share your clients kind words with your audience today - remind them you work with real people! If you can - include a screenshot!	13 Where I'd send you for the ultimate girls trip It's Galentines Day - Valentines Day for your girls 😊 Play matchmaker (again) and layout the perfect girls trip - even better if you've done a girls trip & have photos you can use!
THIS WEEK • 2/13 - Galentines Day • 2/14 - Valentines Day LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: February 16

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
16 When park hopping isn't the best idea We all know sometimes park hopping <i>*isn't*</i> the move for some families/group. List out the scenarios where you wouldn't recommend adding park hopper to tickets [ex: families with small kids, first visit, saving \$\$]	17 [#] signs you're ready to hand travel planning to someone else Speak to the overwhelm, the chaos, confusion and the really busy potential client! Leave a <i>*soft*</i> CTA reminding your audience that if they've booked in the last 30 days, they can transfer their reservation to you.	18 If [destination] is on your 2026 list, start here Don't forget your strong CTA on getting their vacation booked soon - echoing last week's post on why booking early is (always!) a good idea.	19 What I handle so you don't have to Reintroduce your services - and explain them to your audience like they're 5. What does discount monitoring mean? What does it look like for you to do dining for them? What does it look like to wait on hold & call in requests or make changes?	20 My favorite Disney/Universal memory (and why it still makes me smile/laugh/cringe) Connect with your audience on that human level - what's a funny/heartwarming/embarassing story. This doesn't need to have any goal other than to show the human, relatable side of you - gain their trust and "friendship"!
THIS WEEK • 2/16 - Presidents Day • 2/17 - Mardi Gras • 2/17 - Lunar New Year LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: February 23

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
23 BTS of planning your vacations My favorite way to do this is a carousel of snippets of your day - and include real life shots, not just the sitting at a computer b-roll! Things like screenshots of your phone on hold with Disney, your to do list on paper, working in the school car line.	24 Let's talk about whether travel agents are 'worth it' The age old question - do travel agents still exist? YES, we do, and why should someone hire one (because we avoid using the word "use" even if your services are complimentary!). break down the positive outcomes from having a TA in your corner.	25 Who should be booking their trips right now Who is in the biggest time crunch right now? Most certainly those looking to plan early summer vacations since those booking windows are going to open soon, and those looking to lock in best pricing and availability for cruises. End with a CTA with clear next steps and how to reach you/get started.	26 The question I ask before I even look at pricing for you What's YOUR biggest qualifying question you have to ask before you will start doing any planning research for a client? Educate on why you ask this, why it matters, and how their answer impacts your research. (Mine is "what has been your best hotel experience to date" - it gives SUCH good insight into the vibe/style of resort to match them with!)	27 Are you visiting [destination] in March? Save this post! Pick a destination and highlight all the things happening across this destination in the month of March - things like ride closures, typical weather, events, etc. My favorite way to present is as a carousel!
THIS WEEK • 2/22 - Lunar New Year ends at Disneyland • 2/23 - Festival of the Arts ends at Epcot • 2/26 - 3/2 - Princess Half Marathon Weekend at Disney World LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				