

2019 MONTHLY TOPICS: [SUBMIT HERE!](#)**January - Business Planning**

- New Year mindset, mission, vision, and purpose; Action-oriented
- Setting goals for the year (annual and monthly)

February - Client Relationships

- Managing interactions + Communication
- Client Experience (gifting, how you make them feel)
- Encouraging relationships that lead to referrals

March - Pinterest

- Optimizing pins, rich pins, best practices, apps like Tailwind, Pinterest beta-testing community
- Benefits of using Pinterest for your business + best practices

April - Web Presence and SEO

- Keeping up with changes to SEO
- Keywords/Alt Text/Best practices

May - Self Care and Mental Wellness for Entrepreneurs + Freelancers;

- Coincides with Mental Health Month; not everyone has a mental illness, but everyone has mental health that needs to be prioritized and taken care of - we need to destigmatize talking about it!
- How to love/support someone who is self-employed
- 1 in 3 Entrepreneurs experience depression and anxiety

June - Video Content

- Accessibility resources, incorporating video with ads on FB/IG, creating and distributing content through video

July - Mentorship and Masterminds

- How to find/be a mentor, the value of mastermind groups & how to find or start one

August - Email Marketing

- Best practices, GDPR compliance, systems/steps to optimize
- Copywriting + Communication tips for engaging storytelling/narrative in email marketing

September - Instagram

- Strategic IG marketing: IG stories, changes to the platform in 2019, paid vs unpaid use

October - Time Management

- Systems, automation, workflow so you can manage your time and work on your business and not just in it

November - Philanthropy**December - Rest/Best of 2019**