

the Magic Coordinator

the Content Conjurer
where magic meets action

[illegible]

december content calendar

CLICK EACH WEEK
TO GO STRAIGHT
TO THE IDEAS

SUN	MON	TUE	WED	THU	FRI	SAT	WEEK	month	DEC
	1	2	3	4 national cookie day	5 walt disney's birthday	6	1	year	2025
7 pearl harbor day (US)	8	9	10	11	12 gingerbread house day	13	2	notes Focuses this month: - Summer 2026 - Disney Cruise Line Take Note: - Festival of the Holidays at Epcot ends 12/30	
14	15	16 walt disney imagineering founded in 1952	17	18	19	20	3		
21 first anniversary of disney treasure	22	23	24	25 merry christmas!	26	27	4		
28	29	30	31 new years eve				5		

THE WEEK OF: Dec 1

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1 You don't need a huge budget to make [destination] [magical/worth it/etc]. A moment for the lower-budget trips! Give examples of what \$x can get someone. Of course, if you're a luxury specialist, feel free to fine tune this to your niche!	2 One simple way to make travel days smoother. Travel Tuesday = a good old fashion tip - what's something simple but effective that makes your travel day so much easier?	3 How to gift travel this Christmas, even if you don't know the itinerary yet. In the spirit of experiences over things - give ideas for giving that gift of travel without having set in stone plans.	4 What it looks like when we plan together. Showcase a "transformation" - going from frustrated/overwhelmed to calm/confident in their travel plans, with some of the resources you provide (timely emails/texts, detailed itineraries, etc.)	5 The most underrated part of a [destination] trip that no one tells you about. Choose a SIMPLE moment from a trip that makes for a core memory. This should be a universal moment that can be applied to any group/family. Lean into storytelling to enhance the connection!
THIS WEEK • 12/2 - Travel Tuesday • 12/4 - National Cookie Day • 12/5 - Walt Disney's Birthday (1901) LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: Dec 8

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8 If your year's been chaotic, this is your reminder: you deserve a break. Lean into the end of the year chaos as a marketing angle, while connecting with those experiencing the chaos (aren't we all?!) - ex: "busy mom, you deserve a break!" with your CTA being about handing over the vacation planning to someone else.	9 "[client] booked a year ago - here's what happened 12 months later." This prompt is a little bit of proof and a little bit of education – what does it look like to book way far in advance with you & what are the benefits of booking this far in advance?	10 If you're thinking spring break, this is your last calm week to book. More end of year chaos as a marketing angle! This is truly the last week before holiday chaos begins, holiday parties, Christmas get togethers, etc – so here's the last chance to get started on Spring Break before we enter "too late" territory where dining is open/resorts are booked up, etc	11 The one thing you'll never get from a booking website: accountability. People don't buy travel, they buy confidence, and this prompt lets you own that! You can use different scenarios to show off how you don't just book and bounce - you're here to support from start to finish.	12 'But I don't have time to plan right now.' Good news: you don't have to! One thing people love is saving TIME. Think of this from a Lightning Lane angle: you are their LL to a better vacation.
THIS WEEK • 12/14 - Hanukkah begins LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: Dec 15

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
15 A peek at what my clients get in their inbox the week before travel. What do you normally send clients before they travel? Do you send a digital itinerary? Last minute tips? Peel back the curtain a little and show people what sets you apart.	16 Disney promos explained like you're five. A fun carousel idea – going over the different aspects of promos: limited, might have some restrictions on ticket type/minimum days, resorts typically not included, can be applied to existing with a CTA on why you want to be booked BEFORE a promo is released	17 DCL is open through Spring 2027: Here's what that means. A push for those 50% off deposits: this applies on almost all cruises through May 2027, you can show off what booking early means: best pricing, best staterooms, payment plans, etc.	18 What if something goes wrong on your trip? You can go at this a few ways: 1) Carousel of different scenarios and how to handle them (illness, lost bags, delayed flight) 2) Educate on what role <u>you</u> play when something goes wrong.	19 [#] things changing in 2026 that might impact your trip Pick a destination and choose 3 things happening there that might impact someone's travel, good or bad! Ex: permanent ride closures, early entry at disneyland being removed as a perk, free dining for kids at wdw
THIS WEEK • 12/16 - Imagineering Anniversary (1952) • 12/21 - Snow White and the Seven Dwarfs 88th Anniversary LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: Dec 22

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
22 If crowds stress you out, I'll help you avoid them. You can do a few different things – highlighting your favorite low-crowd windows, give tips on how to handle high-traffic seasons, or suggest an alternative destination than the parks (cruises! all inclusives!)	23 My picks for 2026 Choose a destination and pick your favorite spots at this destination for the upcoming year - as sort of “trend forecaster”! 😊 (You can also do a carousel slide for each destination choosing your top resort/ship/etc for each destination)	24 A holiday thank-you to my clients As a holiday thank you - use this moment to express gratitude for the year and your clients and those who watch your content! If not planning to post on Christmas day - the template linked on 12/25 is a good fit!	25 Merry Christmas to those who celebrate! Take the day off of posting.... but if you *do* post, <u>here's a template.</u> 😊 (ps, the template does utilize pro features!)	26 The best time to visit [destination] that no one talks about. What's your FAVORITE time to go? Spill the tea on why you love it – it doesn't need to be the least crowded, or the cheapest – just your personal favorite and why!
THIS WEEK • 12/24 - Christmas Eve • 12/25 - Christmas Day • 12/26 - Kwanzaa begins LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: Dec 29

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
29 Cruise line personalities: which one fits your family best? Carousel or reel about what cruise line might fit each travel type best – example: Disney: small kids; Royal: older kids/teens; Virgin: adult groups/couples, etc	30 A look back at 2025 Your version of Spotify Wrapped! Reflect on your year – how many families you helped, where you sent them, your most popular resort/ship/itinerary/destination, etc. My favorite type of “stat” to include – how many first visits I planned & how many repeat guests!	31 “The Best Is Yet To Come” “Imagine opening your 2026 calendar and already having something magical planned” A final CTA on getting something booked as we ring in the new year!	JAN 1 Happy New Year! What’s Happening in [Destination] This Year Choose a destination (Disneyland and Disney World is probably the easiest one!) and highlight all the things coming in 2026.	JAN 2 Where my guests are going this year: Use this as a roundup of where you’re sending everyone this year and how to get on your calendar to be one of these trips, too.
THIS WEEK • 12/31 - New Years Eve • 1/1 - New Years Day LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				



WRAP IT WITH MEANING

- 👉 **Idea 1** → The gift you can't wrap — but they'll remember forever.
- 👉 **Idea 2** → What it looks like to give your kids memories instead of toys.
- 👉 **Idea 3** → How to surprise your family with a trip under the tree.
- 👉 **Idea 4** → Travel gift certificates — my favorite 'I waited too long' solution.

MAGIC IN MOTION

- 👉 **Idea 1** → Where my clients are headed this month
- 👉 **Idea 2** → If I could sneak away anywhere right now...
- 👉 **Idea 3** → The most underrated resort I booked this year.
- 👉 **Idea 4** → Behind the scenes: what I'm working on this week for 2026 travelers.

THE YEAR OF YOU

- 👉 **Idea 1** → In 2026, you deserve more than busy schedules — you deserve memories.
- 👉 **Idea 2** → One thing I'm doing differently next year (and why you might want to).
- 👉 **Idea 3** → The trips my clients are most excited for in 2026.
- 👉 **Idea 4** → Here's what booking early buys you — peace, flexibility, better pricing.

see you next month!