# Description: CVB_wordheaderCommunications Theme Calendar

Once you have established a Core Content Theme you can create sub-themes to fill out your communications calendar for the year. Planning these sub-themes ahead of time will not only save you massive amounts of time, it will also keep your focused and “on brand” as you move through the year. You can then repurpose your material across different platforms to help fill-out your marketing plan as well. Try to think about how each sub-theme supports or is related to your core message. Doing this will stop you from getting too far off the mark. It’s ok to talk about many different topics, however, as long as they are connected somehow to your main theme. Remember you are trying to establish yourself as a thought leader in your field, so don’t be afraid to put your own branded spin on your material.

Let’s get started.

Example:

CORE THEME or THEMES Helping female entrepreneurs find and project unique and powerful voices in the marketplace. Teaching female entrepreneurs how to embrace their own power to create more wealth while honoring their true priorities.

Sub-Themes

|  |  |
| --- | --- |
| 1.Setting Goals | 7. |
| 2.Creating Priorities | 8. |
| 3.Finding your Niche | 9. |
| 4. Effective communications | 10. |
| 5. Etc.  | 11. |
| 6. Etc. | 12. |

Below you can start with your core content Theme. It’s ok if you have more than one, but it should not be more than three.

CORE CONTENT THEME

Sub-Themes

|  |  |
| --- | --- |
| 1. | 7. |
| 2. | 8. |
| 3. | 9. |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

Now that you have you 12 themes you can break them down even further into 4 to 5 topics relating to each theme to fill out the weeks of the month. You can do different topics each week or expand and build on the initial sub-theme each week. For example, if you are a nutritionist a sub-theme might be eating more vegetables. You could start the first week talking about the nutritional value of veggies, the next week the risks around not eating enough veggies, the next week talk about ways to introduce more veggies into your diet and the next week give specific recipes out.

Example:

Sub-Theme: Setting Goals

Week 1: Creating time & space to work.

Week 2: Are your goals your own?

Week 3: Getting clear on your vision.

Week 4: Prioritizing you time.

\*Special Tip\* Don’t’ be afraid to incorporate the elements of each month or season into your plan. For example, you could use December as a month to discuss how to reduce stress, how to be more giving or how to plan ahead for the coming year depending on what your service or product might be. Check out the calendar and see if there are any unique.

Now you are ready to start filling in your own Communications calendar.

# Communications Calendar

|  |  |
| --- | --- |
| January | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| February | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| March | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| April | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| May | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| June | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| July | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| August | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| September | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| October | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| November | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes:

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| --- | --- |
| December | Theme: |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |
| Week: |  |

Notes: