

VALENS POINT

DECEMBER 2018

SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

5

Repeal
Day

7

Pearl Harbor
Remembrance
Day

10

Human
Rights
Day

16

Chocolate
Covered
Anything Day

24

Christmas
Eve

25

Christmas
Day

30

Bacon
Day

31

New
Year's Eve

Monthly Themes

AIDS Awareness Month

National Human Rights Month

Write a Friend Month

National Write A Business Plan Month

Universal Human Rights Month

National Tie Month

SOCIAL MEDIA IDEAS

Review days in the month and choose about 5 or 6 to use as prompts for marketing activities. Here are some examples:

Rosa Parks Day	1
Advent Begins	2
Hanukkah	3
National Sock Day	4
Repeal Day	5
St. Nicholas Day	6
Pearl Harbor Remembrance Day	7
National Brownie Day	8
National Pastry Day	9
Human Rights Day	10
	11
Gingerbread House Day	12
National Guard Birthday	13
Roast Chestnuts Day	14
Bill of Rights Day	15
Chocolate Covered Anything Day	16
Wright Brothers Day	17
Bake Cookies Day	18
	19
Go Caroling Day	20
21 Winter Solstice	21
	22
Festivus	23
Christmas Eve	24
Christmas Day	25
Kwanzaa	26
National Fruitcake Day	27
National Card Playing Day	28
	29
Bacon Day	30
New Year's Eve	31

Repeal Day – Celebrate the repeal of Prohibition with your followers by posting your favorite holiday drink suggestions and recipes. Ask for theirs and repost some!

Human Rights Day – Today is an incredibly important reminder of the fact that so many people around the world aren't allowed the rights they deserve. Post about a human rights issue that is close to you and your employees' hearts, and use it to remind your followers how important today is.

National Chocolate Covered Anything Day– Today is a chance to celebrate our favorite chocolate-covered treats, like almonds, strawberries, peanut butter, etc.... But there's another side to this holiday! Remind your followers by creating a poll with options of crazy foods covered in chocolate. Crickets anyone?

Bacon Day – Celebrate this holiday with your followers by writing an ode to bacon, the most delicious of all the meats! Share your favorite recipes that include bacon and ask your followers for their recommendations. Be sure to repost the ones that stick out to you as share-worthy.

New Year's Eve – Post you and your team's favorite memories from this year. Look back to past new year's eves and dig up some fun photos to share. Get ready for the new year by asking your followers what they most appreciated from you this year, and what they want to see in the future!

2018
DECEMBER

CONTENT IDEAS

- ➔ Film a thank you video and mention all your 2018 customers. Include their logos and pictures (as many identifiers as possible!). Involve your team members and encourage them to express their gratitude the customers who keep you in business.
- ➔ Write a blog article discussing the best and worst memories of your year. Talk about lessons you've learned as a company, and what you're looking forward to in the coming year. Predict some trends that could impact your key audience in 2019.
- ➔ Develop and/or update your company description. This should include a summary of your audience, your difference, and your impact. Write three versions, varying in length and detail: a sentence, one paragraph, and 3 paragraph. Use this to update your LinkedIn company page and business directory listings, based on word-count limits and what's appropriate.

PROJECT IDEAS

- ➔ Ask your employees to look forward– what would they like to accomplish in the coming year? Collect ideas and then do some of your own brainstorming. What strengths of theirs can you plan to capitalize on? What areas can you maybe encourage growth in?
- ➔ Review and update your pipeline and forecast. If you are holding deals on the forecast that haven't changed status or been updated in Q4 – purge them. It's better to start with a fresh and realistic set of opportunities than to pull long shots into the New Year. Your forecast will be much more accurate if you are honest about your deals.
- ➔ Schedule your referral network interactions for the first quarter of 2019. Determine the best time to invest time with your referral sources and get them on the calendar for the New Year. It's also a great excuse to wish them Merry Christmas and Success in the New Year.

2018
DECEMBER