

2019

APRIL

VALENS POINT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>31</b>	<b>01</b> April Fool's Day	<b>02</b> SAAM Day of Action	<b>03</b> National Walking Day	<b>04</b> National Vitamin C Day	<b>05</b> National Caramel Day	<b>06</b>
<b>07</b> National Beer Day	<b>08</b> National Empanada Day	<b>09</b> National Former POW Recognition Day	<b>10</b> National Siblings Day	<b>11</b> National Pet Day	<b>12</b> National Grilled Cheese Sandwich Day	<b>13</b>
<b>14</b> National Gardening Day	<b>15</b> Tax Day	<b>16</b> National Stress Awareness Day	<b>17</b>	<b>18</b> Get to Know Your Customers Day	<b>19</b> Anniversary of OK City Bombing	<b>20</b> Freedom of Information Day
<b>21</b> Easter Sunday	<b>22</b> Earth Day	<b>23</b>	<b>24</b> National Administrative Professionals Day	<b>25</b> Take Your Child to Work Day	<b>26</b> National Arbor Day	<b>27</b> National Tell a Story Day
<b>28</b>	<b>29</b>	<b>30</b> National Honesty Day	<b>01</b>	<b>02</b>	<b>03</b>	<b>04</b>

## Social Media Ideas

01

Reminisce about the most memorable pranks you and your team have pulled—and see who you can trick again! This is a national favorite, so get your followers involved too.

16

Post jokes that relieve the stress of tax season. The worst is over, and you have 363 days to procrastinate again.

20

Spend some time today reflecting on how important it is that information remains free for all. Post what that means for you and your team!

24

Celebrate those who support you and your business. Post pics of them— people like to be able to have a face to associate with a voice on the phone or email.

26

Have a month-long contest to collect money for planting trees at a local park or another shadeless place. Consider matching the total funds raised!

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### PROJECT IDEAS

- ➔ Work on the curb appeal of your business. Update signage, refresh paint, and even (if applicable) do the yard work! Make it a team effort or think about hiring the local guy (and make sure to give him a good review). Appearance matters—take this chance to create one that reflects the standards you hold yourself to.
- ➔ Reduce stress at the office. Order everyone massages, create a fitness contest, get people outdoors, plant some trees. Take charge—you're the leader of your colleagues and employees in this area too!
- ➔ Think about how to grow your relationships, then get ready for growing season by giving your customers lots of attention. Book lunch meetings to catch up with former customers. Meet with those referral partners who haven't sent business your way in a while. Develop relationships with those who give your business great service.

### CONTENT IDEAS

- ➔ Write or update your new contact introduction email sequence. Use recent project examples, introduce staff and management, and allow new contacts to learn why they would want to continue to receive emails from you.
- ➔ Write a blog post about how you and your team reduce stress. This is a great time to talk about personal habits like fitness routines, meditation, eating right, and other stress reducing strategies. Your audience will certainly relate and appreciate you sharing your ideas.
- ➔ Create a piece of content that finishes this sentence..." If I wrote a book about our industry/company/problem-you-solve the title would be \_\_\_\_\_. Then outline what the chapters of the book would be. As a CTA ask your readers if they would be interested in you actually writing the book. Who knows? You could spark a new project—one that your audience anticipates!

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