

2019

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	01 National Jersey Friday	02
03 Daylight Savings Time Ends	04 Color the World Orange Day	05 National Donut Day	06 Election Day	07 Men Make Dinner Day	08 National STEM/STEAM Day	09
10 USMC Day	11 Veteran's Day	12 Chicken Soup for the Soul Day	13 World Kindness Day	14	15 America Recycles Day	16 National Fast Food Day
17 Take a Hike Day	18	19 Play Monopoly Day	20 Peanut Butter Fudge Day	21 National Stuffing Day	22	23 National Adoption Day
24	25 National Parfait Day	26 National Cake Day	27 National Jukebox Day	28 Thanksgiving Day	29 Black Friday	30 Small Business Saturday

Social Media Ideas

03

Make sure to remind your followers to turn back their clocks for Daylight Savings today with the hashtag #FallBack - they'll be thankful for sure.

08

Fun fact: The November 8th date is a play on words because NOV8 sounds like innovate - making it the perfect date to inspire innovation! Take today to ask the people in your life who work in STEM/STEAM about their work.

13

Studies show that when others observe kindness in action they are more likely to carry out an act of kindness, too. Remind your followers to spread kindness today!

28

This Thanksgiving, take time to slow down and eat, drink, and be thankful. Enjoy time with family and friends, and take some time to thank them for being in your life!

30

Today is an excellent chance for us all to support the small businesses that we know and love. Highlight your favorites in a newsletter or blog post, and let them know how important they are to your community!

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PROJECT IDEAS

- Update your email templates for newsletters and workflows. Incorporate any new identity and branding elements to keep things up to date and fresh. Ensure you have congruence (the brand your customers see via email looks like the brand your customers see online and in person.)
- Put your legal team to work! Update your privacy policy and use it on your website. Have them review and update your proposal terms and conditions too.
- Do an online presence audit. Analyze your website, your business directory listings, your reviews and online reputation, search engine rankings, and website statistics. Look for issue areas and make a plan to improve areas that are underperforming.

CONTENT IDEAS

- Update your proposal templates. Review the proposals you sent this year and update your standard templates with new project references, standard language, and terms and conditions.
- Interview your customer support or service staff and write an article about how to improve interaction when things go wrong and people need support. Create a checklist for your customers and reference it in your next newsletter.
- Create a calculator that determines the cost savings or other tangible benefit of your business. This could be an interactive area of your website or a download worksheet.

VALENS POINT