

**September 26-29, 2024 | Sheraton Boston Hotel**



09/27/2024

**Leveraging LinkedIn: Mastering Connections  
and Content for New Business**

3:15 PM - 4:00 PM

Andy Neary

# MONTHLY CONTENT CALENDAR



TOPIC FOR THE WEEK	MON	TUE	WED	THU	FRI
	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>
	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>
	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>
	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>
	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>	POST(S) <input type="text"/> <input type="text"/>

LEGEND

POST CATEGORY: P=PERSONAL STORY; E=EDUCATION; CS=CASE STUDY; T=TESTIMONIAL; CTA=CALL TO ACTION

POST MEDIUM: V=VIDEO; N=NEWSLETTER; P=PHOTO; I=INFORGRAPHIC

EXAMPLE:  
EDUCATIONAL VIDEO = EV

# MONTHLY CONTENT CREATOR

*Use the content calendar to plan out your weekly video, article, or newsletter.*

## WEEK 1 TOPIC:

## PROMISE

*What will your audience learn by watching, reading, or listening? For Example, if you're recording a video, you'd start the video by saying, "In this video, you'll learn..."*

## PROBLEM

*What problem will your video, article, or podcast solve?*

## PAIN

*How is the problem causing your audience pain today? (Ex. What does their life look like today as a result of the problem?)*

## PROCESS

*What is your solution to the problem? Focus on teaching your audience.*

## PAYOFF

*What result will your audience achieve if they follow your process?*

# MONTHLY CONTENT CREATOR

*Use the content calendar to plan out your weekly video, article, or newsletter.*

## WEEK 2 TOPIC:

## PROMISE

*What will your audience learn by watching, reading, or listening? For Example, if you're recording a video, you'd start the video by saying, "In this video, you'll learn..."*

## PROBLEM

*What problem will your video, article, or podcast solve?*

## PAIN

*How is the problem causing your audience pain today? (Ex. What does their life look like today as a result of the problem?)*

## PROCESS

*What is your solution to the problem? Focus on teaching your audience.*

## PAYOFF

*What result will your audience achieve if they follow your process?*

# MONTHLY CONTENT CREATOR

*Use the content calendar to plan out your weekly video, article, or newsletter.*

## WEEK 3 TOPIC:

## PROMISE

*What will your audience learn by watching, reading, or listening? For Example, if you're recording a video, you'd start the video by saying, "In this video, you'll learn..."*

## PROBLEM

*What problem will your video, article, or podcast solve?*

## PAIN

*How is the problem causing your audience pain today? (Ex. What does their life look like today as a result of the problem?)*

## PROCESS

*What is your solution to the problem? Focus on teaching your audience.*

## PAYOFF

*What result will your audience achieve if they follow your process?*

# MONTHLY CONTENT CREATOR

*Use the content calendar to plan out your weekly video, article, or newsletter.*

## WEEK 4 TOPIC:

## PROMISE

*What will your audience learn by watching, reading, or listening? For Example, if you're recording a video, you'd start the video by saying, "In this video, you'll learn..."*

## PROBLEM

*What problem will your video, article, or podcast solve?*

## PAIN

*How is the problem causing your audience pain today? (Ex. What does their life look like today as a result of the problem?)*

## PROCESS

*What is your solution to the problem? Focus on teaching your audience.*

## PAYOFF

*What result will your audience achieve if they follow your process?*