



MAGICIAN'S TALKING MAGIC

SOCIAL MEDIA CALENDAR

To give you some easy ideas of what to post, we have to break your brand down to 3 core elements. Whoa! My brand? Figuring out some natural core brand values is way easier than you think. Think of the three main things that you enjoy most - three things that make you - you.

I will give you some easy examples.

Element A: This is your number 1 - your most important brand elements. For me, my favourite pass time is going on adventures with my girlfriend. My Element A is sharing pictures of our travels and food adventures.

Element B: This is a secondary brand element. If you thought of two things for your Element A - use the second. I have four rescue animals, and they are a big part of my life - that is my Element B.

Element C: What makes you extraordinarily unique? What makes you super interesting - that thing that makes you tick outside of magic. My Element C is Pro Wrestling. Yeah, you read that write - can you dig it?

When you have come up with your core elements - write them down to remind yourself. This calendar is just one month; however, you can easily repeat this same pattern all year long!



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FEBRUARY 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Fun Post: New Month It's a new month. What comes to mind when you think of this month? Post about it!
2 Fun Post: Pic of the Week Post something amazing from this past week.	3 Self Promotion: Website: Specific Service Remind people what they can hire you for.	4 Personal Brand: ELEMENT A	5 Personal Brand: ELEMENT B	6 Self Promotion: Upcoming Public Show No public show? Post a past show picture!	7 Personal Brand: ELEMENT C	8 Question: Valentine's Day Ask your followers what their valentines plans are.
9 Fun Post: Pic of the Week Post something amazing from this past week.	10 Personal Brand: ELEMENT A	11 Self Promotion: Website: Specific Service Remind people what they can hire you for.	12 Self Promotion: Upcoming Public Show I bet you have a show this weekend...	13 Personal Brand: ELEMENT C If you can...relate this to Valentine's Day	14 Self Promotion: Upcoming Public Show I bet you have a show today or tomorrow	15 Personal Brand: ELEMENT B We went a little heavy on the self promotion. Chill the next couple posts.
16 Question: Valentine's Day How was everyone's romantic weekend?	17 Personal Brand: ELEMENT A	18 Personal Brand: ELEMENT C	19 Self Promotion: Testimonial/Review Gloat about your amazing weekend show!	20 Personal Brand: ELEMENT B Okay...now chill out. Chill the next couple posts.	21 Self Promotion: Website: Specific Service Remind people what they can hire you for.	22 Question: Winter Related You either hate the winter, or you're a crazy person.
23 Fun Post: Pic of the Week Post something amazing from this past week.	24 Self Promotion: Website: Specific Service Remind people what they can hire you for.	25 Personal Brand: ELEMENT A	26 Personal Brand: ELEMENT B	27 Personal Brand: ELEMENT C	28 Self Promotion: Upcoming Public Show No public show? Post a past show picture!	29 Post A Quote: End of a month It's the end of another chapter