



WEEKLY *Relationship-Building*  
EMAIL **BROADCAST PLAN**

# 1ST QUARTER PLANNING

January Email Goals

February Email Goals

March Email Goals

JANUARY

FEBRUARY

MARCH

Week 1

New Year's Goals

What is the Big Picture Strategy You Use And/Or Teach?

3 Actionable Tips

Week 2

Rant about something you feel strongly about.

ONE Thing That Made a BIG Difference

Share the #1 tool you love.

Week 3

Lesson Learned From a Social Media Post

A checklist/worksheet (something FREE) that your person can use.

A Trip Down Memory Lane

Week 4

Big News and You Are Hearing It First

What is the Big Picture Strategy You Use And/Or Teach?

What Do You Think About \_\_\_\_?

# 2ND QUARTER PLANNING

## April Email Goals

## May Email Goals

## June Email Goals

## APRIL

## MAY

## JUNE

Week 1

April Fools Week!  
Fool Me Once, Shame  
on You. Fool Me  
Twice, Shame on Me.

Good News and  
Bad News

Hardest Lesson Ever  
Learned

Week 2

Survey your peeps.

I Did Something  
Shocking / Embarrassing

Are You a Victim of  
\_\_\_\_\_?

Week 3

The \_\_\_\_\_ That  
Changed My Life

3 Quick Tips to Fix \_\_\_\_\_  
Once and for All

3-4 Books I love  
(And You Will Too!)

Week 4

A Step-By-Step Guide to  
\_\_\_\_\_

The \_\_\_\_\_ That  
Changed My Life

# Mistakes That  
Sabotage Your \_\_\_\_\_

# 3RD QUARTER PLANNING

## July Email Goals

## August Email Goals

## September Email Goals

## JULY

## AUGUST

## SEPTEMBER

Week 1

Share a client's success story.

How I Made \$\_\_\_\_\_ in \_\_\_\_\_ Days

My Favorite Childhood Memory

Week 2

Why \_\_\_\_\_ Is a Huge Mistake, Even If You Have Heard Otherwise

The One Thing I Can't Live Without

Feature a product/service.

Week 3

Share your morning routine.

How you keep focused/on budget/sane, etc.

Download This FREEBIE

Week 4

3 Phone Apps I Can't Live Without

You Aren't Going to Like This But...

Share what's happening tomorrow/next week.

# 4TH QUARTER PLANNING

October Email Goals

November Email Goals

December Email Goals

OCTOBER

NOVEMBER

DECEMBER

Week 1

What Is Your Favorite \_\_\_\_\_?

Holiday-Proofing Your \_\_\_\_\_

This Time Last Year, I Was \_\_\_\_\_

Week 2

I Stalked This Person and Learned \_\_\_\_\_

I Am Thankful for....

The Biggest Lessons I Learned in 2020

Week 3

Trick or Treat...It's a Treat!

3 Ways to \_\_\_\_\_ This Weekend

Favorite Holiday Tradition

Week 4

The Worst Piece of Advice I Ever Received

The Best Piece of Advice I Ever Received

End-Of-Year Giveaway

# 1ST QUARTER PLANNING

January Email Goals

February Email Goals

March Email Goals

JANUARY

FEBRUARY

MARCH

Week 1

--	--	--

Week 2

--	--	--

Week 3

--	--	--

Week 4

--	--	--

# 2ND QUARTER PLANNING

April Email Goals

May Email Goals

June Email Goals

APRIL

MAY

JUNE

Week 1

Week 2

Week 3

Week 4

# 3RD QUARTER PLANNING

July Email Goals

August Email Goals

September Email Goals

JULY

AUGUST

SEPTEMBER

Week 1

Week 2

Week 3

Week 4

# 4TH QUARTER PLANNING

October Email Goals

November Email Goals

December Email Goals

OCTOBER

NOVEMBER

DECEMBER

Week 1

Week 2

Week 3

Week 4