

The *Dare to Be*
Irresistible
Social Media Content Calendar

Lethia Owens

Personal Branding Strategist
Ranked #8 Among the Top 30 Brand
Gurus in the World

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Welcome to the Social Media Content Calendar Template



Lethia Owens
Personal Branding & Social
Media Strategist
Lethia Owens International, Inc.

When you become clear about your value, learn how to articulate it and begin to powerfully position your brand within the marketplace, all of the referrals, resources, clients and opportunities you need to become phenomenally successful will become magnetically attracted to you. When working with clients I have one goal in mind: to help them become IRRESISTIBLE and differentiate their brand as a dominating player within their industry! I am excited to share this Social Media Content Calendar Template with you. This calendar template will help you outline your content strategy for the year. This calendar template is based on the brand building strategies used in my Personal Branding and Social Media Marketing Programs. With this content calendar template you will find it easier to implement the 4 essential steps to building an Irresistible brand message. By completing this template and following it, your brand message will become more Findable, Likeable, Credible and Actionable.

Your ability to differentiate yourself within the market place is closely tied to your future success. What makes you unique makes you valuable; and what makes you valuable can make you wealthy. The Internet has revolutionized the way people build their brand, network and promote their business. Over the past

few years, social networking sites have exploded thus enabling savvy, enterprising business owners to take their traditional networking to new heights using online strategies that expand their brand reach exponentially. Enterprising business owners are now leveraging the power of the Internet and social media to enhance their marketing and brand building strategies. Internet marketing and social networking enables companies to connect with people who would otherwise be difficult to reach using more traditional networking and marketing methods. Your future business success hinges on your ability to create an inspiring and compelling brand identity that is properly packaged, positioned and promoted using new media strategies. I am excited to have the opportunity to partner with you on this process.

Your Partner in Success,

Lethia Owens

The 4 Essential Steps to Building an Irresistible Brand Message

If Your Brand Message Is...

- Findable
- Likeable
- Credible
- Actionable



Then It Can Become...**Profitable**

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Who is Lethia Owens?

LETHIA OWENS, BS, MA, CLU, ATM, is a personal branding and social media strategist, and was recently ranked #8 among the Top 30 Branding Gurus in the world based on the votes of over 22,500 professionals. Mrs. Owens is the founder and CEO for a highly successful speaking, coaching and consulting firm based in St. Louis that helps both professionals and entrepreneurs build an IRRESISTIBLE brand. Owens is not only an 8-time author but also a certified personal branding and social media strategist who leads people toward greater professional and business success that helps them:

- Build a brand that attracts more opportunities, resources and profits
- Turn their gifts, talents and passion into their competitive advantage in the marketplace
- Discover what makes them different and leverage it to help them become more valuable and profitable

Mrs. Owens continues to be a sought-after personal branding and social media strategist working with many of America's top Fortune 500 companies and enterprising entrepreneurs around the world. With 20+ years in technology and leadership roles for corporate and not-for-profit industry leading organizations, Lethia applies her insights and talents to helping professionals and business owners develop their IRRESISTIBLE brand.

Mrs. Owens holds an M.A. in Managerial Leadership, a B.S. in Computer Science, a certificate in General Insurance and a Chartered Life Underwriting Designation. Among her many professional affiliations, she is a member of the International Coaching Federation, The National Speakers Association, International Federation of Professional Speakers, Toastmasters International (ATM Bronze), American Society for Training and Development, International Coaching Federation, The National Association of Female Executives and the Project Management Institute. For more information on Lethia Owens, please visit her website at www.LethiaOwens.com.

“Leveraging the power of social media marketing is essential to gaining the competitive advantage in today’s dental marketplace. Wait too long to come on board and the train will leave the station without you.”

~ Lethia Owens, MA, CLU, PBS

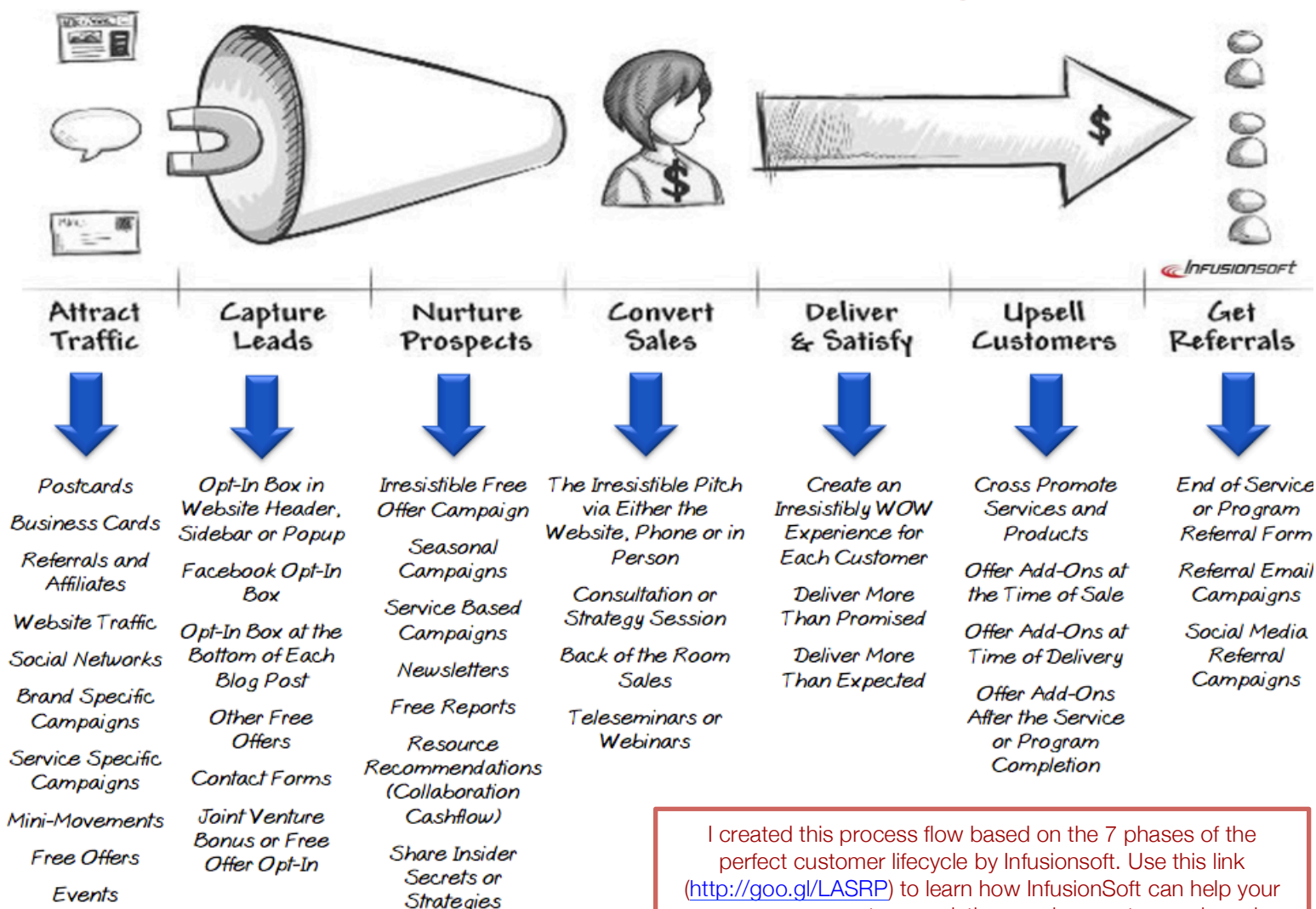
How to Use This Social Media Content Calendar Template

Step 1 – Review the following customer lifecycle and begin to think about the type of content you need to publish and how you will publish it to position yourself as a thought leader within your market.

Step 2 – Complete the Action Plan for each month.

Step 3 – Success and wealth love action so now all you have to do is get busy and work the plan.

The Perfect Customer Lifecycle



January 2013

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February 2013

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March 2013

S	M	T	W	T	F	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April 2013

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May 2013

S	M	T	W	T	F	S
			1	2	3	
5	6	7	8	9	10	7
12	13	14	15	16	17	14
19	20	21	22	23	24	21
26	27	28	29	30	31	28

June 2013

T	W	T	F	S	F	S
2	3	4	5	6		1
9	10	11	12	13	7	8
16	17	18	19	20	14	15
23	24	25	26	27	21	22
30				28		29

July 2013

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August 2013

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 2013

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2013

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2013

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2013

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

End of Month Totals:

[illegible]

Pinterest Followers: _____

Estimated Cost: _____	Movement Description:
Start Date: _____	
End Date: _____	
Target Audience: _____ _____ _____ _____	
Completed: <input type="checkbox"/>	Results (What were the results and ROI?):

January 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

End of Month Totals:

[illegible]

Pinterest Followers: _____

Estimated Cost: _____	Movement Description:
Start Date: _____	
End Date: _____	
Target Audience: _____ _____ _____ _____	
Completed: <input type="checkbox"/>	Results (What were the results and ROI?):

February 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

4 Types of Social Posts:

P2 = Promotional

P4 = Praise for Others

Increasing Your Viral Factor:

Your Social media posts should include a 1) Link, 2) Image or 3) Video to increase the chance that it will be shared via your network.

Brand Champions to Focus on:

[illegible]

End of Month Totals:

Facebook Likes: _____

Facebook Subscribers: _____

Twitter Followers: _____

LinkedIn Connections: _____

Google+ Connections: _____

YouTube Subscribers: _____

YouTube Total Views: _____

Klout Score: _____

Pinterest Followers: _____

This Month's Mini Movement

Estimated Cost: _____	Movement Description:
Start Date: _____	
End Date: _____	
Target Audience: _____ _____ _____ _____	
Completed: <input type="checkbox"/>	Results (What were the results and ROI?):

March 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

Action Plan - April 2013

Keywords to Focus on:

4 Types of Social Posts:

- P1 = Personality
P2 = Promotional
P3 = Position (Thought Leadership)
P4 = Praise for Others

Increasing Your Viral Factor:

Your Social media posts should include a 1) Link, 2) Image or 3) Video to increase the chance that it will be shared via your network.

Brand Champions to Focus on:

End of Month Totals:

Facebook Likes: _____
Facebook Subscribers: _____
Twitter Followers: _____
LinkedIn Connections: _____
Google+ Connections: _____
YouTube Subscribers: _____
YouTube Total Views: _____
Klout Score: _____
Pinterest Followers: _____

This Month's Mini Movement

<p>Estimated Cost: _____</p> <p>Start Date: _____</p> <p>End Date: _____</p> <p>Target Audience:</p> <hr/> <hr/> <hr/>	<p>Movement Description:</p>
<p>Completed: <input type="checkbox"/></p>	<p>Results (What were the results and ROI?):</p>

April 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

Action Plan - May 2013

Keywords to Focus on:

4 Types of Social Posts:

- P1 = Personality
P2 = Promotional
P3 = Position (Thought Leadership)
P4 = Praise for Others

Increasing Your Viral Factor:

Your Social media posts should include a 1) Link, 2) Image or 3) Video to increase the chance that it will be shared via your network.

Brand Champions to Focus on:

End of Month Totals:

Facebook Likes: _____
Facebook Subscribers: _____
Twitter Followers: _____
LinkedIn Connections: _____
Google+ Connections: _____
YouTube Subscribers: _____
YouTube Total Views: _____
Klout Score: _____
Pinterest Followers: _____

This Month's Mini Movement

<p>Estimated Cost: _____</p> <p>Start Date: _____</p> <p>End Date: _____</p> <p>Target Audience:</p> <hr/> <hr/> <hr/>	<p>Movement Description:</p>
<p>Completed: <input type="checkbox"/></p>	<p>Results (What were the results and ROI?):</p>

May 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

4 Types of Social Posts:

P1 = Personality

P2 = Promotional

P3 = Position (Thought Leadership)

P4 = Praise for Others

Increasing Your Viral Factor:

Your Social media posts should include a 1) Link, 2) Image or 3) Video to increase the chance that it will be shared via your network.

Brand Champions to Focus on:

[illegible]

End of Month Totals:

Facebook Likes: _____

Facebook Subscribers: _____

Twitter Followers: _____

LinkedIn Connections: _____

Google+ Connections: _____

YouTube Subscribers: _____

YouTube Total Views: _____

Klout Score: _____

Pinterest Followers: _____

This Month's Mini Movement

Estimated Cost: _____	Movement Description:
Start Date: _____	
End Date: _____	
Target Audience: _____ _____ _____ _____	
Completed: <input type="checkbox"/>	Results (What were the results and ROI?):

June 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

4 Types of Social Posts:

P1 = Personality

P2 = Promotional

P3 = Position (Thought Leadership)

P4 = Praise for Others

Increasing Your Viral Factor:

Your Social media posts should include a 1) Link, 2) Image or 3) Video to increase the chance that it will be shared via your network.

Brand Champions to Focus on:

[illegible]

End of Month Totals:

Facebook Likes: _____

Facebook Subscribers: _____

Twitter Followers: _____

LinkedIn Connections: _____

Google+ Connections: _____

YouTube Subscribers: _____

YouTube Total Views: _____

Klout Score: _____

Pinterest Followers: _____

This Month's Mini Movement

Estimated Cost: _____	Movement Description:
Start Date: _____	
End Date: _____	
Target Audience: _____ _____ _____ _____	
Completed: <input type="checkbox"/>	Results (What were the results and ROI?):

July 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

Action Plan - August 2013

Keywords to Focus on:

4 Types of Social Posts:

- P1 = Personality
P2 = Promotional
P3 = Position (Thought Leadership)
P4 = Praise for Others

Increasing Your Viral Factor:

Your Social media posts should include a 1) Link, 2) Image or 3) Video to increase the chance that it will be shared via your network.

Brand Champions to Focus on:

End of Month Totals:

Facebook Likes: _____
Facebook Subscribers: _____
Twitter Followers: _____
LinkedIn Connections: _____
Google+ Connections: _____
YouTube Subscribers: _____
YouTube Total Views: _____
Klout Score: _____
Pinterest Followers: _____

This Month's Mini Movement

<p>Estimated Cost: _____</p> <p>Start Date: _____</p> <p>End Date: _____</p> <p>Target Audience:</p> <hr/> <hr/> <hr/>	<p>Movement Description:</p>
<p>Completed: <input type="checkbox"/></p>	<p>Results (What were the results and ROI?):</p>

August 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

End of Month Totals:

[illegible]

Pinterest Followers: _____

Estimated Cost: _____	Movement Description:
Start Date: _____	
End Date: _____	
Target Audience: _____ _____ _____ _____	
Completed: <input type="checkbox"/>	Results (What were the results and ROI?):

September 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

Brand Champions to Focus on:

End of Month Totals:

P1 = Personality

P2 = Promotional

P3 = Position (Thought Leadership)

P4 = Praise for Others

Increasing Your Viral Factor:

Your Social media posts should include a 1) Link, 2) Image or 3) Video to increase the chance that it will be shared via your network.

Facebook Likes: _____

Facebook Subscribers: _____

Twitter Followers: _____

LinkedIn Connections: _____

Google+ Connections: _____

YouTube Subscribers: _____

YouTube Total Views: _____

Klout Score: _____

Pinterest Followers: _____

This Month's Mini Movement

Estimated Cost: _____	Movement Description:
Start Date: _____	
End Date: _____	
Target Audience: _____ _____ _____ _____	
Completed: <input type="checkbox"/>	Results (What were the results and ROI?):

October 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

End of Month Totals:

[illegible]

Pinterest Followers: _____

Estimated Cost: _____	Movement Description:
Start Date: _____	
End Date: _____	
Target Audience: _____ _____ _____ _____	
Completed: <input type="checkbox"/>	Results (What were the results and ROI?):

November 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

End of Month Totals:

Pinterest Followers: _____

Estimated Cost: _____	Movement Description:
Start Date: _____	
End Date: _____	
Target Audience: _____ _____ _____ _____	
Completed: <input type="checkbox"/>	Results (What were the results and ROI?):

December 2013 – Action Plan by the Week

Use this form to outline your high level plan to connect with your Brand Champions, Customers, Prospects, True Fans and Tribe Members this month.

	Social Media Activity	Email Campaigns
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		

The One-Year Personal Brand and Social Media Marketing Planner



This beautiful customizable planner includes the insightful strategies and templates Lethia uses with her one-on-one clients when they bring her on as their **Chief Branding Officer**. This planner includes **over 200 pages of IRRESISTIBLE brand building strategies and tools**. With its unique, ultra-flexible and beautiful design you can add, remove and rearrange your favorite pages and accessories again and again. Tab dividers are also included to help you keep your action plan organized and your daily activities top of mind and well in view so you not only create the plan, you can work the plan as well.

Imagine what you could accomplish if you had a powerful social media and brand building strategic plan right at your fingertips. No more guessing what you need to do to powerfully promote your brand and position yourself as a thought leader. I believe **SUCCESS** and **WEALTH** love action and implementing a well-crafted social media plan is essential to your success as an enterprising entrepreneur. With this planner you'll know what to do, when to do it and how to track your ROI.

Here is just a sample of what this planner will include:

- The 15 Facets of an Irresistible Brand - **My proprietary system** for building an Irresistible Brand
- The 4 Essential Steps **to Building an Irresistible Brand Message**
- Tools to help you clarify your **Target Audience** and identifying **Your Ideal Client**
- Strategies for managing your **Email Campaigns**
- Manage your Brand Champions, Customers, Prospects, True Fans and Tribe members
- **Maximize the power of Mini-Movements** to take your brand message to the masses and **create a viral campaign**
- Tips for making your social posts more sharable
- Tools to **track the ROI** of your online marketing efforts

Tools to help you make your brand message more FINDable

- How to leverage the power of Search Engine Optimization (SEO) to become more findable
- Keyword research and selection strategies
- Strategies to **analyze your competitors** and then **crush them** to dominate your niche market

Tools to help you make your brand message more LIKEable

- Position yourself as a **thought leader** and **relevant expert** that people know, like and trust
- Learn to promote your value and **get paid what you are REALLY worth**

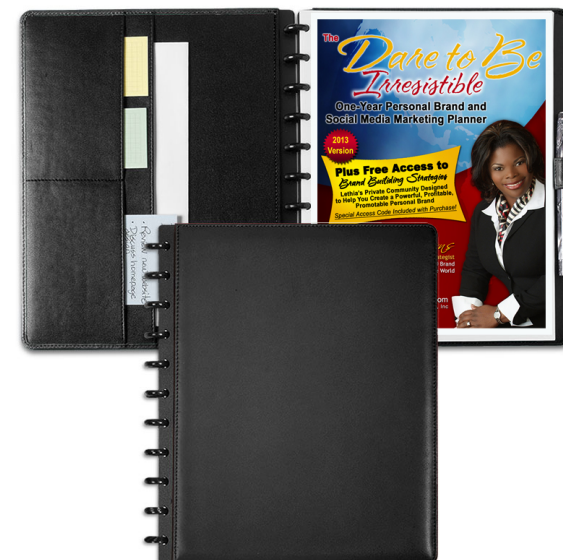
Tools to help you make your brand message more CREDible

- Tips to help you get and leverage **LinkedIn Endorsements**
- Strategies for getting more **powerful customer testimonials**

Tools to help you make your brand message more ACTIONable

- **Increase your leads and sales** by making your brand message more actionable
- Position your Irresistible Offer as a **Magnetic Lead Machine**

Click this link (<http://goo.gl/H2ADt>) to get your 2013 planner and begin to dominate your niche market today!



Lethia Owens Recommended Resources

Click to Access
<http://goo.gl/mVWH0h>



Click to Access
<http://goo.gl/bKkor>



Click to Access
<http://goo.gl/eiBll>

