

These are not tasks to rush through. They are prompts to help you think better, because better marketing means better business.

| Monday  | Tuesday   | Wednesday   | Thursday   | Friday   | Saturday   | Sunday  |
|---|---|---|--|--|--|---|
|   |   |   | 1<br>Happy New Year  | 2<br>Better Reflection   | 3<br>Better Weekend  | 4<br>Better Weekend   |
| 5<br>Start with context, not content<br>Write 1 sentence that sums up how you help clients                    | 6<br>Think about your ideal client's mindset<br>What are they worried about, questioning, or delaying?      | 7<br>Refine your offers for the month<br>Which one deserves your primary focus & why?                 | 8<br>Check alignment of your current marketing<br>Reflect on how and who you want to work with         | 9<br>Choose one marketing priority for January<br>Yes, one is enough for now                                     | 10<br>Better Weekend   | 11<br>Better Weekend  |
| 12<br>Clarify your positioning by finishing this sentence...<br>We are the right fit for clients who value... | 13<br>Take stock - audit before action<br>Are marketing activities out of habit rather than strategy?       | 14<br>Refocus your marketing message<br>What's the core problem you help solve that matters most?     | 15<br>Consider trust & reassurance<br>Let your audience know that you understand their world           | 16<br>Remove noise to help create momentum<br>Decide what not to do this month                                   | 17<br>Better Weekend   | 18<br>Better Weekend  |
| 19<br>Think about consistency<br>What small marketing action can you repeat weekly?                           | 20<br>Review your visibility<br>Are you showing up where your ideal clients are?                            | 21<br>Reconnect with purpose<br>Why does your work matter to the clients you serve?                   | 22<br>Do a clarity check<br>Would a new prospect understand what you offer?                            | 23<br>Capture insight<br>Write down 3 questions clients ask before working with you                              | 24<br>Better Weekend   | 25<br>Better Weekend  |
| 26<br>Shift from tactics to thinking<br>What decision would make your marketing feel lighter?                 | 27<br>Look at language & speaking in plain terms<br>Use the words of your clients, not your industry jargon | 28<br>Assess your confidence and self-worth<br>Where are you underselling your experience & outcomes? | 29<br>Plan forward but gently without overwhelm<br>What 1 theme could guide your marketing next month? | 30<br>Reflect on January and measure your marketing<br>What felt right? What will you carry forward to February? | 31<br>Turn reflections into a clear plan<br>Download my free Strategy Guide using code MMM01 |  |