



bettermarketing

with Tracy Heatley

Monthly Marketing Momentum

January

2026

A calm, practical daily marketing calendar for service-based and professional service businesses.

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

Forked from insights shared in my most downloaded Better Marketing podcast episodes and most-read content.

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