

Making the most of  
*January*

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*All the flowers of tomorrow are in  
the sees of today*

## Year Goals

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First, pick 4 or 5 big goals:

- 1.
- 2.
- 3.
- 4.
- 5.

## Breakdown

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Brainstorm: 1 x 5 min pomodoro for each one of the 4 or 5 you choose

1.

2.

3.

4.

5.

**Pick one to start with**

## Last Years Review

1. What did you achieve & what projects did you complete over the last year?

2. What has been working well, and what have you been enjoying?

3. What challenges did you face and why?

4. What lessons did you learn?

5. What are you grateful for?

6. What do you want to do better this year?

7. What will stop you?

8. How can you protect yourself?

## Weekly Themes

<b>Theme Focus</b>	<b>Anchor Content (Blog/Vlog/ Livestream/ Podcast)</b>	<b>Connection Post</b>	<b>Connection Post</b>	<b>Authority Post</b>	<b>Authority Post</b>	<b>Real Person</b>
Week 1:						
Week 2:						
Week 3:						
Week 4:						

## FOCUS ON NEW BEGINNINGS

### **Resolutions**

For many people, January is a time for New Year's resolutions. However very often the New Year's resolutions can be very punishing.

For example

Stop doing something they enjoy like stop eating chocolate  
Start doing something they don't enjoy like going to the gym  
This comes from a place of feeling they need to change inherently change because they are somehow not good enough as they are.

However, I prefer New Year to be a time of reflection and the possibility of making improvements that are gentle compassionate and caring towards ourselves

So this could be changing 'lose a stone' to 'eat five fruit and veg a day'.

Or 'join a gym' 'take up ballroom dancing'

### **New behaviours**

What new behaviours can people start that would be beneficial to them.

Things like:

Having a lunch break

Getting some work-life balance by letting calls go to answerphone after Xpm

Batch cooking healthy, tasty food

Having a bedtime routine

Journalling

Starting a hobby

### **Hobbies**

Hobbies are a way for grown-ups to play, make connections and get social. So having a hobby that has a social aspect can be an excellent way of combatting loneliness and isolation.

### **Self care**

New year is a great time for people to start considering their self care. However, for a lot of people, this can be in the form of punishing behaviours after the excesses of Christmas.

So what small daily self care activities can you suggest to readers. Ideas could be journaling, a 5 minute meditation app, a bedtime routine, go for lunch with a friend every week/month

## January

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- 14th National obesity awareness week
- National STI day
- 19th National popcorn day
- 20th World religion day
- 21st Blue Monday
- Martin Luther King day
- Cervical cancer protection day
- National hug day
- Big energy saving week
- Squirrel appreciation day
- 23rd National pie day
- 25th Burns night
- 25th Carers awareness day
- 26th Australia Day
- 26th National storytelling week
- 26th Big garden birdwatch Day
- 27th Holocaust Memorial Day
- 31st National bug busting day

## February

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- 1st Wear red day
- LGBT History Month
- 4th World cancer day
- Sexual abuse and violence awareness week
- Tinnitus awareness week
- National sickie day

## Consider

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- Blogs
- Social Media
- Facebook Live
- Quote Images
- Tips
- Hashtags
- Questions to encourage engagement

## Regular Tasks

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- Accounts
- Admin
- Blogs/Content Creation
- Social Media Scheduling
- Self Care
- Also consider CPD

## Getting your ideas together: CAR

Now, you are probably buzzing with ideas, so it's time to make some real plans!

CAR will give you a good variety

C=Connection

A=Authority

R=Real person

### Connection post

**Connection:** This is the kind of content that gets your audience to talk back to you. These posts are very interactive.

Make sure you respond to each and every person and engage in conversations. ALWAYS like a reply and reply if appropriate

Have fun with this! Remember it's SOCIAL media, so be sociable.

### Examples of Connection Posts:

- This or that
- Poll
- List - what's missing?
- Caption this
- Hot Topic

### Authority post

These posts highlight your expertise but not in a showy way, in a way that will feel comfortable to you.

Examples of authority posts:

Small teaching point

Testimonial

Answer a question - great for livestreaming

Favorite tools of the trade/list

### Real Person

Share small snippets of yourself. This makes you relatable, approachable, human. Remember, many people accessing therapy are TERRIFIED so these small snippets of you as a human helps people

Examples:

- Photos when you're out and about
- Something you find you say a lot to clients, and why (I often used to say 'you are not a problem to be fixed')
- Your pet
- Something you struggle with

# JAN

## WEEKLY TOPICS

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SUN	MON	TUE	WED	THU	FRI	SAT
		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		