

Connection Calendar

Plan how you show up, consistently

Connection is built on consistent, thoughtful effort. Not grand gestures. Small ones, repeated over time. Use this planner to map out how you will stay visible and valuable each month across three simple content types.

Your platforms and rhythm

Before you plan your content, get clear on where you show up and how often. Depth beats breadth. It is better to show up consistently in fewer places than sporadically everywhere.

Platform / channel	How often?	Type of content



Three months of connection

For each month, plan one piece of content for each of the three connection types. Keep it simple. The goal is rhythm, not perfection.

Month 1

Educates

Share something your audience can genuinely learn from.

Shows proof

A testimonial, case study, or behind-the-scenes moment.

Invites

A conversation, a collaboration, or a call to book a brew.

Month 2

Educates

Share something your audience can genuinely learn from.

Shows proof

A testimonial, case study, or behind-the-scenes moment.

Invites

A conversation, a collaboration, or a call to book a brew.



Month 3
Educates <i>Share something your audience can genuinely learn from.</i>
Shows proof <i>A testimonial, case study, or behind-the-scenes moment.</i>
Invites <i>A conversation, a collaboration, or a call to book a brew.</i>

Client touchpoint reminders

Staying in touch is not just for prospects. Set reminders to check in with clients before, during, and after live work, so the relationship keeps building long after the invoice is paid.

***Aim to stay in touch with your clients even when they are not spending money with you.
That is what turns customers into believers.***

Before the work <i>Curiosity + trust</i>	During the work <i>Reassurance</i>	In between projects <i>Reliability</i>	After the work <i>Appreciation</i>
What reminder will you set, and how often?			



What will you actually say or send?			

How will you stay in touch even when they are not spending money with you?			

Content ideas bank

Use this space to capture ideas as they come to you so you always have something to draw from when things get busy.

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If your brand stopped posting tomorrow, would your audience notice or care? If the answer is no, focus on building more connection, not more content.