

# Roost Tribe

2018 YEAR AT A GLANCE

## January

Focus: Preparing for the Year

- January 5th: Annual survey
- January 12th: Why I feel called to teach
- January 19th: Is your work flow working?
- January 36th: Your Ultimate Resource Guide

## February

Focus: Identifying your Ideal Customer or Client

- February 2nd: How to identify your ideal customer/industry/client
- February 9th: Member success story
- February 16th: How to engage with your ideal customer/industry/client
- February 23rd: Noteworthy Resources + Tutorials

## March

Focus: E-mail Marketing

- March 2nd: Why your email list is everything
- March 9th: How to choose an email provider
- March 16th: How to grow & increase engagement on your list
- March 23rd: Noteworthy Resources + Tutorials
- March 30th: 5th Friday Focus Guest: TBA

## April

Focus: Instagram for your Brand

- April 6th: Tools for success
- April 13th: Brand consistency
- April 20th: How to grow an authentic following
- April 27th: Noteworthy Resources + Tutorials

## May

Focus: Work-flow + Time Management

- May 4th: Finding the flow
- May 11th: Why being busy doesn't equal successful
- May 18th: Work life + motherhood
- May 25th: Noteworthy Resources + Tutorials

## June

Focus: Copywriting

- June 1st: Writing copy to increase engagement and/or sales
- June 8th: Member success story
- June 15th: How to address your customer or client's concerns
- June 22nd: Noteworthy Resources + Tutorials
- June 29th: 5th Friday Focus Guest: TBA

## July

Focus: Shape up your Storefront

- July 6th: Perfecting your product descriptions
- July 13th: Guiding your customer through your store
- July 20th: Shop photography 101
- July 27th: Noteworthy Resources + Tutorials

## August

Focus: Using Photography for your Brand

- August 3rd: All about equipment
- August 10th: Tips on shooting and style
- August 17th: Post processing tutorial
- August 24th: Member success story
- August 31st: Noteworthy Resources + Tutorials

## September

Focus: How to Become a Successful Teacher

- September 7th: Why you should consider teaching
- September 14th: Teaching platforms
- September 21st: Tips on creating content
- September 28th: LIVE Q&A + Noteworthy Resources

## October

Focus: Creating Passive Income

- October 5th: Change your business by "selling with no ceiling"
- October 12th: My favorite ways to create passive income
- October 19th: Real numbers you can work with
- October 26th: Noteworthy Resources + Tutorials

## November

Focus: Creating your Signature Style

- November 2nd: How to find inspiration
- November 9th: Live Talk: Finding your Signature Style
- November 16th: Member success stories
- November 23rd: Holiday
- November 30th: Noteworthy Resources + Tutorials

## December

Focus: Year end review

- December 7th: Setting goals for 2019
- December 14th: Planning for your most successful year
- December 21st: Noteworthy Resources + Tutorials
- December 28th: Holiday

Bonnie  
Christine