

McCulley Financial 2026 Marketing Plan

MFG Weekly Marketing Rhythm

DAY	CHANNEL	CONTENT FOCUS	GOAL
Monday (Anchor)	FMG Email: Weekly Market Insights	Flagship communication that will feature concise, insightful commentary from Kort. Optional CTA includes encouragement to participate in Coffee & Commentary or to check out the Podcast .	Deliver valuable information that is popular with our audience, build up our role as the guide, and drive early-week engagement
Tuesday	LinkedIn (Post 1)	Light, conversational post expanding on Monday's theme	Reinforces Monday content and encourages conversation
Wednesday (2nd and 4th of the month)	Podcast Episode	One 20–30-minute episode + 60 second promo clip on LinkedIn	Build long-lasting trust and humanize the MFG brand.
Thursday	LinkedIn (Post 2)	Educational or StoryBrand Insight, especially ones that highlight our Financial Freedom or Business Impact Systems	Education/Position MFG as the guide
Friday	BTS or Cultural Post	Light. Team snapshot, event photo, Champions for Cures story, or reflection quote	Humanize/Reinforce Values
Monthly (3rd Thursday of the month)	Coffee & Commentary Webinar	10 Minutes with Kort on current financial topic, 10 Minutes Q&A, 10 Minutes open conversation	Deepen Trust/Live Interaction/Referral Potential

Q1: Defining the Ticket (January – March)

Story Arc: Establish clarity and momentum for the year. Give emotional meaning to Dream-Empowering Financial Freedom™ while introducing our Ticket to Financial Freedom™ approach as the path that makes it real.

January: “What Does Dream-Empowering Financial Freedom Mean?”

Theme: Introduce the idea. Spark curiosity and clarity around what it means to design, not just a strategy, but your version of financial freedom.

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January Week One: “Designing Your Ticket to Financial Freedom”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<p>“What Does Dream-Empowering Financial Freedom Mean for Entrepreneurs (Really)?</p> <p>CTA: Start your Ticket to Financial Freedom™</p>	<p>Ambitious but grounded. Spark curiosity around what “dream-empowering” means and position MFG as the guide who helps clients design – not chase – freedom.</p>
TUESDAY	LinkedIn	<p>“Most people chase financial freedom. Fewer design a dream-empowering version of it.”</p> <p>Include in image a stylized ticket graphic as a subtle nod to “Ticket to Financial Freedom™”</p>	<p>Start conversation and awareness. Encourage followers to think differently about financial freedom.</p>
WEDNESDAY	Podcast	<p>Pilot Episode: <i>Designing Your Ticket to Financial Freedom™</i></p> <p>Kort discusses the phrase “Dream-Empowering Financial Freedom” and how it gives an emotional spark to our financial systems.</p>	<p>Establish voice and trust. Introduce dream-inspiring freedom as the vision and our financial systems are the Ticket to Financial Freedom™</p>
THURSDAY	LinkedIn	<p>Introduce how the Financial Freedom System™ brings clarity to your version of Dream-Empowering Financial Freedom.</p>	<p>Financial Freedom System™ turns inspiration into structure. Reinforce MFG’s role as the guide.</p>
FRIDAY	LinkedIn	<p>Cultural Snapshot: Team Brainstorming? Creating our own Dream-Empowering 2026 plan?</p>	<p>Humanize the brand. Show real people behind the digital presence that are working to make freedom feel personal and authentic.</p>

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January Week Two: “Clarity is the First Step”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Why Clarity is the First Step Toward Dream-Empowering Freedom</i>	Encourage readers to pause and define what freedom really means to them. Build trust through calm, focused guidance.
TUESDAY	LinkedIn	“Your business is the engine. Your plan is the Ticket to Financial Freedom™”	Reinforce integration between life and business plans. Make the “ticket” concept feel tangible.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	“Dream-Empowering Financial Freedom starts when your personal and business plans talk”	Educate lightly and position MFG as the connector between the two worlds.
FRIDAY	LinkedIn	Quote or short reflection	Keep the message visible but light and end the week with inspiration and focus.

January Week Three: “Meaning Over More”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>What Entrepreneurs Miss When They Chase Success Instead of Freedom</i>	Shift thinking from achievement to fulfillment and tie success to purpose.
TUESDAY	LinkedIn	“Dream-Empowering freedom means MEANING, not MORE”	Spark emotional engagement and align with brand philosophy
WEDNESDAY	Podcast	<i>From Structure to Breathing Room</i>	Illustrate how intentional systems create space for life. Deepen trust in MFG’s method.
THURSDAY	LinkedIn	“Why every system starts with purpose”	Bite-sized educational post that reinforces the Financial Freedom System™
FRIDAY	LinkedIn	BTS or Team Moment	Showcase culture

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January Week Four: “Start Your Ticket”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>How to Start Your Ticket to Financial Freedom</i>	Give readers simple entry points and convert interest into first-step action.
TUESDAY	LinkedIn	Carousel: “Five Questions to Build Dream-Empowering Financial Freedom”	Provide value and sharable content that drives curiosity toward MFG frameworks.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn & Email	Coffee & Commentary (C&C) Invite: “Aligning Your Two Plans”	Promote participation and link educational value to community interaction.
FRIDAY	LinkedIn	C&C teaser clip with Kort	Humanizes the invite and creates excitement for live engagement.

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February: “Two Plans, One Ticket”

Theme: Show the harmony between personal and business finances. Move from January’s define phase and into connection, alignment, and early proof of concept.

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February Week One: “Two Plans, One Ticket”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Five Signs Your Personal and Business Plans Aren't Talking</i>	Reveal a common gap that clients face and position MFG as the guide that unites both sides of their financial life.
TUESDAY	LinkedIn	“Two Plans. One Ticket. Dream-Empowering Freedom starts when they align”	Strengthen brand recall. Keep “Ticket to Financial Freedom” and “Dream-Empowering Financial Freedom” visible so they become a source of inspiration.
WEDNESDAY	Podcast	<i>Freedom by 55: What it Takes (And What it Doesn't)</i>	Show expertise through real-world insight to make long-term planning feel personal and achievable.
THURSDAY	LinkedIn	Diagram of Financial Freedom System & Business Impact System...and how they overlap	Visual and sharable. Reinforces that dream-empowering freedom requires structure and strategy.
FRIDAY	LinkedIn	C&C teaser post	Drive awareness & attendance for the upcoming Coffee & Commentary.

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February Week Two: “Define Your Timeline”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Rates, Cash Flow, and Your Dream-Empowering Freedom Timeline</i>	Teach a practical concept while reaffirming that freedom is more than a formula – it’s personal.
TUESDAY	LinkedIn	“Your dream-inspiring timeline doesn’t need to match anyone else’s”	Normalize individualized goals and deepen emotional connection.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	“How the right system buys back time for what matters most”	Connect systems to lifestyle outcomes and build trust through relatability.
FRIDAY	LinkedIn	Quote graphic revolving around time and meaning	Keep brand philosophy in the feed and give a soft close to the week.

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February Week Three: “Your Plan is the Ticket”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Your Business is the Engine. Your Plan is the Ticket</i>	Build anticipation for Thursday’s live Coffee & Commentary. Connect aligned planning to Dream-Empowering Financial Freedom. CTA: “Join us Thursday to see how alignment creates Dream-Empowering Financial Freedom.
TUESDAY	LinkedIn	Client Vignette: “What Their Ticket Looked Like”	Show tangible proof that alignment works. Emotionally prime followers for Thursday’s topic.
WEDNESDAY	Podcast	<i>Align to Accelerate: How Cohesion Creates Dream-Empowering Freedom</i>	Keep podcast consistency. Introduce the value of aligned planning and preview the type of insights Kort will share at Thursday’s live session.
THURSDAY	LinkedIn	<i>Coffee & Commentary Live: Aligning Your Two Plans</i> “What would change if your business & personal plans talked?”	Post early in the morning with an energetic reminder of the live event that afternoon. Drive day-of attendance.
FRIDAY	LinkedIn	C&C Thank you + Link to Video	Gratitude & build curiosity for March

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February Week Four: “Alignment in Action”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>What Happens When Your Two Plans Finally Align</i>	Celebrate results & emotional relief. Reinforces trust in the process.
TUESDAY	LinkedIn	Key takeaway from Week 3 C&C	Extend conversation & give non-attendees a way to engage
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	C&C Preview: <i>Next Up – Quarter-End Moves Without the Stress</i>	Announce March’s Coffee & Commentary topic and invite registrations early while momentum is high.
FRIDAY	LinkedIn	<i>Freedom in Focus</i> graphic + CTA: “Start Your Ticket to Financial Freedom”	End the month with inspiration and a clear next step. Transition followers from learning to action.

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March: “The First 90 Days of a Smart Plan”

Theme: Make progress visible. Show what dream-empowering financial freedom looks like in motion, and encourage mid-quarter reflection that leads to confidence instead of chaos.

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March Week One: “The First 90 Days”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>The First 90 Days of a Smart Plan: What to Expect</i>	Reassure readers that progress takes shape in small, measurable steps. Normalize adjustment and learning.
TUESDAY	LinkedIn	“In 90 days, you can move from pressure to progress”	Motivate. Show that dream empowering financial freedom is built over time – not achieved overnight.
WEDNESDAY	Podcast	<i>The First 90 Days: From Structure to Breathing Room</i>	Use real examples to illustrate early wins from implementing the Financial Freedom System™ and help listeners see themselves in the journey
THURSDAY	LinkedIn	Carousel: <i>Milestones That Make Dream-Inspiring Freedom Possible</i>	Educate visually. Share a simple but repeatable framework that clients can apply right away.
FRIDAY	LinkedIn	<i>Ticket in Progress</i> post (photo or reflection)	Humanize momentum. Spotlight that MFG practices what it teaches.

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March Week Two: “Small Wins, Big Impact”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Small Wins, Big Impact</i>	Encourage clients to re-engage with their own financial plans. Revisit goals, acknowledge small wins, and take one simple next step. Reinforce that steady attention creates dream-empowering financial freedom – not perfection.
TUESDAY	LinkedIn	“Dream-Empowering Freedom is built one decision at a time.”	Reinforce the mindset that meaningful progress comes from daily choices. Keep motivation high mid-quarter.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Short story or stat: <i>How one small change created meaningful progress.</i>	Offer a quick but encouraging proof point. Show that even small shifts make visible impact and connect back to this being their Ticket to Financial Freedom.
FRIDAY	LinkedIn	Team reflection or light gratitude post.	Keep tone warm while maintaining brand visibility at the end of the week. Spotlight gratitude or collective movement.

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March Week Three: “Milestones That Matter”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Progress You Can See: Milestones That Matter</i>	Build anticipation for Thursday’s Coffee & Commentary. Tie visible results to disciplined systems.
TUESDAY	LinkedIn	Client mini story. “What Progress Looks Like.”	Share evidence of success through human narrative. This helps to strengthen community trust and encourages participation in Thursday’s live conversation.
WEDNESDAY	Podcast	<i>Reinvesting Profits: Three Smarter Options</i>	Provide actionable, late-quarter guidance that complements C&C’s upcoming topic. Position MFG as proactive & practical.
THURSDAY	LinkedIn	Coffee & Commentary Live: <i>Quarter-End Moves Without the Stress</i>	Post early-morning reminder and discussion question: “What’s one move that would make your quarter-end calmer?”
FRIDAY	LinkedIn	C&C Recap and Link to Video	Thank attendees, share one strong quote or clip, and invite those who missed it to watch the replay.

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March Week Four: “Finish Strong and Look Ahead”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Quarter-End Moves Without the Stress</i>	Provide calm, clear direction for closing Q1. Reinforce MFG as the steady guide.
TUESDAY	LinkedIn	<i>Carousel: What Dream-Empowering Freedom Looked Like This Quarter</i>	Celebrate client and community progress.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	April Coffee & Commentary Promo: <i>Cash Flow Decisions That Create Freedom</i>	Open next month’s registration window and maintain momentum from March success.
FRIDAY	LinkedIn	Quarter in review photo or thank you post.	Express gratitude and set positive tone for Q2 (“Earn the Ticket”)

Q2: Earning the Ticket (April - June)

Story Arc: Build proof and progress. Highlight tangible results and real stories that demonstrate how clients are actively *earning* their Ticket to Financial Freedom. Use community, systems, and momentum to make Dream-Empowering Financial Freedom visible and attainable.

April: “Progress You Can See”

Theme: Shift from clarity to confidence. Show measurable results and celebrate progress to reinforce that Dream-Empowering Financial Freedom is more than a concept. It’s something you can track, share, and sustain.

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April Week One: “Your Progress, Your Proof”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Your Progress is Proof</i>	Reinforce that the results clients see (calmer decisions, better cash flow, stronger teams) are evidence that they’re earning their Ticket to Financial Freedom. Help clients recognize and celebrate visible wins from Q1.
TUESDAY	LinkedIn	“Proof Beats Perfection”	Inspire confidence that progress matters more than flawless execution. Connect success to steady systems.
WEDNESDAY	Podcast	<i>Turning Evidence into Energy</i>	Discuss how recognizing small victories fuels momentum toward Dream-Empowering Financial Freedom. Kort shares how clients track what’s working.
THURSDAY	LinkedIn	<i>How to Stop the Signs of Financial Momentum</i>	Provide three cues of genuine progress (clarity, calm decision-making, forward progress)
FRIDAY	LinkedIn	Team highlights or reflection post.	Build community feel – “We’re proud of the progress we see in you.”

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April Week Two: “Momentum Matters”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>How to Keep Your Momentum Going</i>	“What’s one small adjustment you could make this week to keep your plan moving forward?” Reinforce that consistent, hands-on attention is what creates Dream-Empowering Freedom.
TUESDAY	LinkedIn	“Momentum is the secret currency of freedom”	Show that maintaining momentum isn’t about doing more. It’s about returning to what already works. Use this moment to build brand recognition around MFG’s frameworks as the structures that make steady progress possible.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Client Snapshot: From Overwhelm to Order	Short story about how one disciplined adjustment helped create breathing room
FRIDAY	LinkedIn	Culture of Gratitude Post	Spotlight a BTS system or process that keeps MFG’s own momentum going strong.

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April Week Three: Flow Creates Freedom

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Cash Flow Decisions That Create Freedom</i>	Build anticipation for Thursday's Coffee & Commentary. Tease one insight to build interest.
TUESDAY	LinkedIn	"Your Cash Flow, Your Choice."	Reinforce the empowerment theme that control over cash flow is control over freedom.
WEDNESDAY	Podcast	<i>Cash Flow Confidence: How Smart Systems Buy You Time & Peace of Mind</i>	Help listeners see that managing cash flow doesn't have to be stressful. With the right system, you can stay ahead of surprises, keep more of what you earn, and make decisions with confidence.
THURSDAY	LinkedIn	Coffee & Commentary Live: <i>Cash Flow Decisions That Create Freedom</i>	Early morning reminder with reflection question: "What's one cash flow decision that made your business stronger this year?" Drive attendance.
FRIDAY	LinkedIn	C&C Recap and Video Link	Share a highlight or clip. Thank participants and set up next month's theme.

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April Week Four: “Systems That Scale Freedom”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Systems That Scale Freedom</i>	Emphasize that reliable systems (not hustle) are what keep progress steady. Show how calm consistency creates space for more freedom and less stress.
TUESDAY	LinkedIn	“Structure doesn’t restrict you. It protects your freedom”	Reframe structure as a safeguard, not a limitation. Encourage followers to see good systems as the “how” behind sustainable freedom.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	May Coffee & Commentary Promo: <i>Your Two Financial Worlds – Working in Harmony</i>	Invite readers to the next C&C with an easy, conversational tone. “We’ll talk about how your personal and business plans can finally feel like they’re on the same team.” Keep it warm and relatable.
FRIDAY	LinkedIn	Momentum Wrap-Up Post	Close the month with gratitude. Thank followers for the progress they’ve made and remind that that every steady step is part of earning their “Ticket to Financial Freedom”

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May: “Your Two Financial Worlds – Working in Harmony”

Theme: Teach integration. Show how aligning business & personal finances builds clarity, reduces friction, and creates the kind of calm control that defines “Dream-Empowering Financial Freedom.”

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May Week One: “Two Worlds, One Plan”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>When Your Two Financial Worlds Finally Start Talking</i>	Explain in relatable terms how separating business & personal finances often creates stress. Show how bringing them into harmony (not just alignment) restores focus & confidence.
TUESDAY	LinkedIn	“When your business & personal plans work together, life gets a whole lot easier.”	Help readers picture what working in harmony looks like day-to-day. It’s not a theory, but a smoother rhythm between business and life.
WEDNESDAY	Podcast	<i>Two Worlds, One Plan: Creating Harmony Between Business & Life</i>	Introduce the <i>why</i> behind harmony. Explain why separating business and personal finances creates unnecessary pressure. Share the mental shift required to start seeing them as part of one bigger picture.
THURSDAY	LinkedIn	<i>3 Signs Your Financial Worlds Are Out of Sync</i>	Light Education: Simple checklist to spot friction/see harmony/how to fix it.
FRIDAY	LinkedIn	Team Reflection Post	“We see this all the time – small adjustments that bring huge relief”

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May Week Two: “Designing Harmony”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Designing Harmony Between Business & Personal Goals</i>	Guide clients from awareness to action. They’ve learned that alignment matters. Now help them design harmony through consistent habits that let both plans move in the same direction.
TUESDAY	LinkedIn	“Harmony doesn’t just happen. You design it”	Reinforce that harmony is the next step after alignment. Intentional design that keeps stress low & results steady.
WEDNESDAY	Podcast	<i>Off Week</i>	
THURSDAY	LinkedIn	Quick Win Spotlight: <i>A Small Tweak That Simplified Everything</i>	Short story about how one alignment became lasting harmony (syncing savings goals? cash flow reviews?)
FRIDAY	LinkedIn	Light culture post	“We practice what we teach – teamwork, clarity, and systems that work together.”

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May Week Three: “When Plans Work Together”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Finding Flow Between Business & Personal Goals</i>	Build anticipation for Thursday’s C&C by showing what happens once your business & personal goals stop competing and start collaborating.
TUESDAY	LinkedIn	“Your personal & business goals aren’t rivals. They’re teammates”	Shift mindset from competition to cooperation. Share an example that shows how harmony creates more confidence and less stress.
WEDNESDAY	Podcast	<i>When Plans Work Together: Real Stories of Harmony in Action</i>	Show the <i>how</i> of harmony through stories and examples. Highlight what happens after clients connect their systems. How it feels, what changes, and what surprised them.
THURSDAY	LinkedIn	C&C Live: <i>Your Two Financial Worlds Working in Harmony</i>	Early reminder with a conversational tone: “We’re diving into what happens when your goals finally stop pulling in opposite directions. Grab your coffee & join us live”
FRIDAY	LinkedIn	C&C Recap + Video Link	Gratitude, key takeaway quote, & share video link.

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May Week Four: “Aligned & Empowered”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Aligned & Empowered: What Harmony Makes Possible</i>	Celebrate how harmony brings ease & confidence. Remind readers that alignment was the first step. Harmony is where real freedom begins.
TUESDAY	LinkedIn	“When everything works together, the pressure starts to fade”	Reinforce that this new balance is proof they’re earning their Ticket to Financial Freedom. Calm Confidence is the ultimate goal.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	June C&C Promo: <i>Mid-Year Markets & Moves</i>	Introduce next month’s session: “Halfway through the year is the perfect time to check your progress without pressure.”
FRIDAY	LinkedIn	Team Gratitude or Community Highlight	“Progress doesn’t have to be loud to matter. Keep showing up, keep finding your rhythm. You’re doing more than you think.”

June: “Mid-Year Markets & Moves”

Theme: Create calm mid-year reflection. Show clients that reviewing progress doesn't have to mean pressure. Teach them how small, intentional mid-year moves keep them on track for Dream-Empowering Financial Freedom, without losing their peace of mind.

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June Week One: “Mid-Year Clarity”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Mid-Year Check-In: Clarity Without the Chaos</i>	Reflect on the first half of the year. Focus on what’s working, where progress is building, and what small adjustments can keep things moving forward.
TUESDAY	LinkedIn	“You don’t need a reset – just a clear view of where you stand.”	Reframe mid-year reflection as maintenance, not pressure. Encourage followers to take stock without judgement or panic.
WEDNESDAY	Podcast	<i>Mid-Year Clarity: How to Reflect Without the Pressure</i>	Guide listeners through a grounded mid-year review. Talk about what to look for in their numbers, patterns, & decisions to confirm they’re on the right track (and how to make simple course corrections if needed).
THURSDAY	LinkedIn	<i>3 Questions for a Clearer Mid-Year Review</i>	Simple framework: “What’s working well? What feels off track? What’s 1 thing I can fine-tune this month.” Brief & actionable.
FRIDAY	LinkedIn	Encouragement post	“You’ve already built more progress than you realize. Keep your focus steady & your plan simple”

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June Week Two: “Clarity into Action”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Turn Mid-Year Clarity into Confident Action</i>	Help clients translate what they learned in their mid-year review into 1 or 2 concrete steps. Focus on applying insights – not overhauling plans.
TUESDAY	LinkedIn	“Clarity means you know what matters...and what can wait”	Reframe progress as focus. Encourage readers to protect their priorities and stop chasing noise.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	<i>1 Mid-Year Move That Pays Off Long-Term</i>	Offer one tangible, low-pressure idea that clients can act on. “Run a quick profit check”
FRIDAY	LinkedIn	Reflection Post	“Clarity isn’t the finish line. It’s the starting signal. The best next move is usually the simplest one.” Bridges into Week 3...”Moves that Matter”

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June Week Three: “Moves That Matter”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Mid-Year Markets & Moves: What to Focus on Now</i>	Invite readers to Thursday’s C&C. Emphasize that smart financial moves aren’t about reacting to headlines. They’re about staying focused on your plan...even when the markets move.
TUESDAY	LinkedIn	“Markets move. Confidence stays.”	Reinforce steadiness in a noisy landscape. Freedom comes from staying proactive – not reactive.
WEDNESDAY	Podcast	<i>Moves That Matter: Smart Adjustments for a Strong Second Half</i>	How to stay level-headed when markets or headlines get loud. Discuss which mid-year financial decisions actually make a difference and which ones can confidently be ignored.
THURSDAY	LinkedIn	<i>C&C Live: Mid-Year Markets & Moves</i>	Early morning reminder: “No forecasts, no frenzy – just a conversation about what really matters for the rest of 2025”
FRIDAY	LinkedIn	C&C Recap + Video Link	Takeaway quote and link to video

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June Week Four: “Confidence in Motion”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Confidence in Motion: Keep Moving Without the Grind</i>	Carry mid-year clarity into consistent action. Reinforce that confidence is built on understanding. Knowing which parts of their plan are working and trusting those systems to keep momentum steady.
TUESDAY	LinkedIn	“Real confidence comes from clarity. It’s about knowing what to keep, what to let go of, and when to stay the course.”	Confidence comes from recognizing direction and acting on it. Encourage followers apply what works with steady intention (MFG frameworks).
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	July Coffee & Commentary Promo: <i>Leadership Decisions That Buy Back Time</i>	Leadership isn’t about doing more. It’s about deciding better. Learn how structure, systems, and delegation can help you reclaim hours, energy, and focus on what matters most.
FRIDAY	LinkedIn	Reflection Post	“You’ve seen steady progress in Q2. Systems that work, plans that breathe, and space to think clearly. Carry that calm confidence into what’s next.”

Q3: Sharing the Wealth (July - September)

Story Arc: In Q3, the focus moves outward. After spending the first half of the year defining and earning their ticket, clients now begin to share what that freedom makes possible (leadership, relationships, community). This quarter highlights how empowered leaders multiply impact, model healthy balance, and use their financial clarity to create space for others to grow.

July: “Lead with Breathing Room”

Theme: Leadership is about creating space for what matters most. This month, we’ll explore how structure, systems, and delegation bring clarity to your days, restore energy to your work, and make room for ideas to grow.

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July Week One: “The Space to Think”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>The Space to Think: Why Time is a Leader’s Most Valuable Asset</i>	Open Q3 by reframing time as a leader’s greatest resource. Show how trusted systems create the space needed for clear thinking & calm direction.
TUESDAY	LinkedIn	“The best leaders don’t just manage time. They protect it.”	Reinforce that protecting time isn’t selfish. It’s strategic. Connect back to the Financial Freedom System™ as the foundation.
WEDNESDAY	Podcast	<i>Breathing Room: The New Leadership Advantage</i>	Explore how mental & emotional space sharpen leadership. Offer simple, relatable examples of creating calm in daily decision-making.
THURSDAY	LinkedIn	<i>3 Ways to Create Space for Strategic Thinking</i>	Give quick, actionable tips – declutter a system, make one decision, plan for thinking time. Emphasize simplicity over busy.
FRIDAY	LinkedIn	Reflection Post	“Every great decision starts with time to think. Make room for the moments that shape what’s next.”

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July Week Two: “Structure That Supports”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Structure That Supports</i>	Show how reliable systems turn breathing room into consistency. Reinforce that structure doesn't limit freedom. It sustains it.
TUESDAY	LinkedIn	“The right structure doesn't box you in. It holds you up.”	Reframe structure as a source of stability. Tie MFG frameworks as the base that keeps progress steady.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	<i>Your Rhythm Revisited</i>	Encourage readers to check one recurring habit or workflow that's draining focus. Replace it with something that restores energy.
FRIDAY	LinkedIn	Reflection Post	“Steady beats busy. The right rhythm keeps freedom alive.”

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July Week Three: “The Calm Leader”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>The Confidence of Calm</i>	Invite readers to Thursday’s Coffee & Commentary. Show how calm leadership builds trust and space for stronger decisions.
TUESDAY	LinkedIn	“Calm isn’t passive. It’s powerful”	Reframe calm as active leadership. Connect to frameworks as the systems that create space for focus.
WEDNESDAY	Podcast	<i>Leading with Clarity: The Quiet Strength of Calm Leadership</i>	Explore how slowing down sharpens focus. Share real stories of leaders who gained better results through calm direction.
THURSDAY	LinkedIn	Coffee & Commentary Live: <i>Lead with Breathing Room</i>	Coffee Talk: “How do you protect calm when the pace picks up?” We’ll unpack that in <i>Coffee & Commentary: Lead with Breathing Room</i> .
FRIDAY	LinkedIn	C&C Recap: <i>Confidence in Motion</i>	“Calm creates confidence and confidence keeps you moving forward.” Share video link for those who could not attend session.

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July Week Four: “Creating Space for Others”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Creating Space for Others</i>	Reflect on how calm, structured leadership empowers teams & families. Show that Dream-Empowering Financial Freedom™ multiples when you use your space to lift others.
TUESDAY	LinkedIn	“The systems that give you freedom can create calm for others, too.”	Reinforce that financial freedom isn’t just personal. It’s a ripple effect that changes how others experience calm and confidence.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Preview: <i>What Freedom Makes Possible</i>	Tease next month’s focus: “Next month we’ll share real stories about what freedom makes possible for clients, families, and their greater communities.”
FRIDAY	LinkedIn	Reflection Post	“Leadership creates space and space creates possibility. Take a moment to notice who is breathing easier because of the way you lead.”

August: “What We Give Back”

Theme: This month we shift from talking about freedom to showing it. August highlights how the frameworks, habits, and clarity built earlier in the year create space for joy, generosity, and impact – both personally and professionally.

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August Week One: “The Proof of Progress”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>The Proof of Progress</i>	Open August with optimism. Show how the structure & calm from earlier months are now paying off with visible progress & lighter pressure.
TUESDAY	LinkedIn	“Progress doesn’t always announce itself. Sometimes it just looks like things finally running smoother.”	Encourage readers to notice the visible signs that their structure is paying off. Celebrate steady wins and the confidence that comes with progress.
WEDNESDAY	Podcast	<i>What Freedom Really Looks Like</i>	Share stories and insights about how Dream-Empowering Financial Freedom™ shows up in real life. Keep it personal and relatable. Calm decision making, confident planning, and more time for what matters.
THURSDAY	LinkedIn	Podcast Clip or Takeaway Quote	Highlight a short, human moment from the episode. Encourage people to share their own stories.
FRIDAY	LinkedIn	Team Reflection Post: How We Define Progress	Have team share one “proof of progress” highlight from this year (client story, internal milestone, etc).

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August Week Two: “The Ease That Progress Brings”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>The Ease That Progress Brings</i>	Explore how steady, intentional effort starts transforming daily life. Reinforce that Dream-Empowering Financial Freedom™ is the result of active consistency, not chance.
TUESDAY	LinkedIn	“Ease isn’t the absence of effort. It’s the reward for staying consistent.”	Reaffirm that progress feels lighter because of participation. Celebrate commitment as the quiet driver of confidence and freedom.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Mid-Month Reflection: <i>What Feels Easier Now?</i>	Invite engagement with a single question that prompts reflection on visible progress. Conversational. Low-pressure. Celebrate small wins.
FRIDAY	LinkedIn	Culture Snapshot: <i>The Kind of Progress That Inspires Us</i>	“We see it every day. When clients feel less pressure, their decisions carry more peace. That’s the kind of progress that inspires us, too.” Human side of what we. Reinforce client-centered confidence

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August Week Three: “Progress Shared, Confidence Multiplied”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Progress Shared, Confidence Multiplied</i>	Steady progress naturally builds confidence, allowing confidence to ripple outward. Tie this to Dream-Empowering Financial Freedom™ by showing that shared growth strengthens everybody.
TUESDAY	LinkedIn	“When progress is shared, confidence grows stronger all around”	Encourage readers to share what’s been working for them lately (small wins, new clarity, mindset shifts).
WEDNESDAY	Podcast	<i>The Confidence That Comes from Progress</i>	Explore how consistency builds calm confidence, and how sharing that confidence with others (family, peers, clients) can be a catalyst for collective growth.
THURSDAY	LinkedIn	Coffee & Commentary Live: <i>What Happens When You Share What’s Working</i>	“What have you learned from someone else’s progress lately – or from sharing your own progress?”
FRIDAY	LinkedIn	C&C Reflection Post	Recap from C&C and share video link.

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August Week Four: “The Space to Look Ahead”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>The Space to Look Ahead</i>	Shift from reflection to readiness. Acknowledge progress then invite readers to consider what their next season of focus could look like.
TUESDAY	LinkedIn	“Sometimes clarity gives you something even better than answers. It gives you room to think ahead.”	Show that clear progress naturally creates space for what’s next.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	<i>Looking Ahead Together</i>	Prompt: “What’s one area of life or business you want to carry this clarity into?” Invite community reflections that help carry the conversation forward.
FRIDAY	LinkedIn	Gratitude Post	“Progress doesn’t end when the month does. We’re grateful for the trust, stories, and steady steps that keep moving this community forward.”

September: “Leading Through Consistency”

Theme: Consistency doesn't look flashy, but it's what turns good systems into great results. This month celebrates the discipline, patience, and purpose that make progress sustainable.

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September Week One: “The Strength of Steady Progress”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>The Strength of Steady Progress</i>	Consistency builds quiet strength. Encourage readers to trust their systems and stay aligned with their plans.
TUESDAY	LinkedIn	“Progress that lasts isn’t built overnight. It’s built over time.”	Reinforce that discipline & rhythm protect freedom.
WEDNESDAY	Podcast	<i>Consistency Creates Confidence</i>	Explore how small, repeatable actions create long-term freedom. Include one story that shows steady habits paying off.
THURSDAY	LinkedIn	Mid-Week Reminder: <i>Keeping the Rhythm</i>	“Some weeks are about big wins. Others are about keeping the rhythm. Both matter.”
FRIDAY	LinkedIn	Team Reflection	“We’ve seen firsthand that consistency isn’t always glamorous, but it’s what makes everything work.”

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September Week Two: “The Confidence of Follow-Through”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>The Confidence of Follow-Through</i>	Show how reliability and small follow-through habits turn planning into peace of mind.
TUESDAY	LinkedIn	“Confidence grows when your actions keep the same promises your plans made”	Follow-through builds credibility.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Mid-Month Check-In: <i>Keeping Promises to Yourself</i>	“What’s one commitment you’ve kept this year that made the biggest difference?” Invite community reflection around reliability and progress.
FRIDAY	LinkedIn	Culture Note	“We’ve learned that consistency isn’t just a plan. It’s a promise. It’s how we build trust with each other and with every client we work with.”

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September Week Three: “Building on Trust”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Building on Trust</i>	Show how consistency creates trust and how that trust becomes the foundation for confident decisions & stronger relationships.
TUESDAY	LinkedIn	“When trust becomes your foundation, everything else has room to grow.”	Reliability allows for the growth of plans, people, and perspective.
WEDNESDAY	Podcast	<i>Where Reliability Leads</i>	Explore how dependable systems and steady follow-through create trust in planning, leadership, and life.
THURSDAY	LinkedIn	Coffee & Commentary Live: <i>Building on Trust</i>	“How has being consistent – personally or professionally – help you build trust with others?”
FRIDAY	LinkedIn	C&C Reflection	Clip from C&C Live & video link.

September Week Four: “Carrying it Forward”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Carrying it Forward</i>	Reflect on what’s been built this quarter and encourage readers to keep applying what’s working. Set a tone for stewardship & quiet momentum heading into Q4.
TUESDAY	LinkedIn	“What you’ve built will continue to grow stronger, but only if you keep putting it to good use.”	Stay engaged with what’s working. Use systems, habits, and insights as a foundation for what’s next.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Quarter-End Reflection: <i>What’s One Thing You’ll Carry Forward?</i>	“What’s one system, mindset, or lesson from this quarter that you want to bring into the next?”
FRIDAY	LinkedIn	Quarter-End Thank You	“It’s been a quarter of steady progress and real growth. We’re grateful to be part of it with you.”

Q4: Closing the Year with Purpose (October - December)

Story Arc: The year ends with intention – not urgency. Q4 is about reflection, gratitude, and steady focus. We’ll recognize what’s been built, refine what matters most, and set a thoughtful course for 2027. Dream-Empowering Financial Freedom™ fully moves from idea to lived experience.

October: “The Clear Path to Year-End”

Theme: October is about clearing away the noise so focus can remain front and center. It’s the month to step back, trust the systems you’ve built, and finish the year with purpose...not pressure.

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October Week One: “Sharpening the Lens”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Sharpening the Lens</i>	Clarity comes from seeing familiar things with more clarity. “Where could a small adjustment bring everything into focus?”
TUESDAY	LinkedIn	“It’s easy for things to feel fuzzy this time of year. Take a step back and refocus.”	Keep it real and focused. Encourage readers not to let year-end distractions take over.
WEDNESDAY	Podcast	<i>When Focus Feels Fuzzy</i>	Talk about how distraction creeps in toward year-end and how small changes in schedule, systems, or mindset can help restore confidence.
THURSDAY	LinkedIn	Mid-Week Focus Prompt: <i>Spot Check</i>	“What area of your plan could use a quick tune-up before year-end?”
FRIDAY	LinkedIn	Podcast Reflection Post	Clip from this week’s podcast that sums up the weekly theme.

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October Week Two: “Putting Things in Order”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Putting Things in Order</i>	Invite readers to take the clarity from last week and apply it to the way they work. Encourage small, specific adjustment that make daily routines smoother.
TUESDAY	LinkedIn	“You don’t need to organize everything all at once. Start by focusing on the parts that are currently tripping you up.”	Keep tone relaxed and real. Focus attention where it will make the biggest difference...without overwhelm.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Mid-Week Focus Prompt: <i>Tighten the Bolts</i>	“Where’s the small snag that throws off your rhythm every week – and what can you do about it today?”
FRIDAY	LinkedIn	Culture Updated	Quotes from team about our internal organization efforts and how they keep things running smoothly.

October Week Three: “Finding the Calm Path Through Complexity”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Finding the Calm Path Through Complexity</i>	Year-end can often feel more messy than magical. Remember that it’s not possible to control everything. Just focus on what you can simplify.
TUESDAY	LinkedIn	“When everything feels like it’s too much, start by calming the noise around the things you can control.”	Encourage readers to pause and find confidence in small, rational actions.
WEDNESDAY	Podcast	<i>Decisions Without the Drama</i>	Discuss how business owners and families can make calm, confident decisions even when things feel hectic.
THURSDAY	LinkedIn	Coffee & Commentary Live: <i>Year-End Moves for Entrepreneurs</i>	“What part of year-end planning usually feels the most complicated for you?”
FRIDAY	LinkedIn	Coffee & Commentary Recap: <i>Keeping Calm at Year-End</i>	Link to session video and invitation to November C&C

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October Week Four: “Moving with Intention”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Moving with Intention</i>	Close the month by shifting from organization to execution. Encourage readers to make one thoughtful move that supports their bigger goals before year-end.
TUESDAY	LinkedIn	“You’ve done the work to get organized. Now it’s about putting that clarity to good use.”	The bridge between developing calm and action.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Mid-Week Focus Prompt: <i>Your next step</i>	“What’s one small decision you’ve been putting off that would feel good to just check off the list?”
FRIDAY	LinkedIn	Team Notes: <i>Steady Wins</i>	“October has been about focus. Now it’s time to put that focus to work.”

November: “The Freedom to Give Thanks”

Theme: November is about pausing long enough to see the good work that clarity makes possible. It’s not about slowing down. It’s about recognizing the freedom that comes when your plans, finances, and priorities are aligned. That alignment gives you the space to focus on what (and who) really matters. Dream-Empowering Financial Freedom™ shows up this month through gratitude...the kind that comes from stability, calm, and the ability to give back.

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November Week One: “Grounded in Gratitude”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Grounded in Gratitude</i>	Open the month by shifting from achievement to appreciation. Show how financial clarity doesn’t just change numbers. It changes perspective.
TUESDAY	LinkedIn	“Gratitude grows out of stability. When you know where you stand, it’s easier to appreciate what you have.”	Simple and grounded reflection.
WEDNESDAY	Podcast	<i>The Freedom to Give Thanks</i>	Kort reflects on how financial freedom creates space for generosity through time, focus, and giving. Include a short story or client moment that shows gratitude in action.
THURSDAY	LinkedIn	Mid-Week Focus Prompt: <i>The Power of Perspective</i>	“What’s one part of your plan that’s made life easier this year?”
FRIDAY	LinkedIn	Podcast Recap: <i>Gratitude in Action</i>	Share a short clip from the Wednesday podcast.

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November Week Two: “The Space to Give”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>The Space to Give</i>	Dream-Empowering Financial Freedom isn't only about what you gain. It's about the space it opens to support others.
TUESDAY	LinkedIn	“Freedom shows up in how you use your time and not just how you spend your money.”	Encourage followers to think about generosity beyond dollars (showing up, mentoring, creating stability for others).
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Mid-Week Focus Prompt: <i>Everyday Generosity</i>	“What’s one small way you’ve paid your progress forward this month in business, family life, or within your greater community?”
FRIDAY	LinkedIn	Team Notes: <i>No Big Gestures Needed</i>	“We talk a lot about freedom and generosity, but it usually shows up in the smallest of ways. That’s more than enough.”

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November Week Three: “Leading with Gratitude”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Leading with Gratitude</i>	Open the week by connecting gratitude with leadership. Show that grateful leaders think clearly and create space for others to thrive. Tie into upcoming C&C session.
TUESDAY	LinkedIn	“Good leadership isn’t loud. It’s steady, grateful, and clear.”	Reinforce the idea that gratitude sharpens focus and builds trust. It’s more than a feeling. It’s a practice.
WEDNESDAY	Podcast	<i>The Power of Grateful Leadership</i>	Discuss how gratitude impacts decision-making, team culture, and confidence in business owners.
THURSDAY	LinkedIn	Coffee & Commentary Live: “Gratitude as a Growth Strategy”	Morning Prompt: “What’s one way gratitude has changed how you lead or make decisions?”
FRIDAY	LinkedIn	C&C Recap: <i>Leading with Gratitude</i>	Video link to session and invitation to join us live for December session.

November Week Four: “Showing Gratitude Throughout the Year”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Showing Gratitude Throughout the Year</i>	Close November by reframing gratitude as an ongoing habit, not a holiday emotion. Encourage readers to look for small ways to express appreciation in daily life...something that strengthens relationships and decisions all year long.
TUESDAY	LinkedIn	“Gratitude doesn’t revolve around a calendar date. It’s a way of showing up for your people and yourself.”	Gratitude creates stability and trust when practiced consistently vs. occasionally.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Mid-Week Focus Prompt: <i>Everyday Gratitude</i>	“What’s one simple way you’ve made gratitude part of your routine this year?”
FRIDAY	LinkedIn	Team Notes: <i>A Practice that Sticks</i>	“We’ve learned that gratitude doesn’t need a reminder. It just needs consistency. Here’s to carrying it into the new year.”

December: “The Strength of a Steady Finish”

Theme: December isn't about racing to the end. It's about finishing strong by staying steady. After a year spent building focus, clarity, and confidence, this month is about trusting the systems you've put in place and giving them room to work.

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December Week One: “Let it Work”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Let it Work</i>	Start December with reassurance. Encourage readers to give their existing plans space to do what they were built to do.
TUESDAY	LinkedIn	“You’ve done the work. Now let it work for you.”	Reinforce trust in the systems, decisions, and habits that have supported people throughout the year.
WEDNESDAY	Podcast	<i>The Strength of Steady Momentum</i>	Kort discusses why the best leaders don’t scramble at year end. They trust their plans and let consistency do the heavy lifting. Calm focus can protect both results and energy heading into the new year.
THURSDAY	LinkedIn	Mid-Week Focus Prompt: <i>Trust the work that you’ve done.</i>	“What’s one area of your plan that you’re learning to simply trust...without overthinking it.”
FRIDAY	LinkedIn	Podcast Recap: <i>The Strength of Steady Momentum</i>	Short clip from this week and CTA to listen to the full episode/follow the podcast.

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December Week Two: “Reflect & Reset”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Reflect & Reset</i>	Guide readers through a calm look back at the year. Encourage them to identify one or two areas that worked well...and one small thing that’s ready to evolve. This isn’t about goals, though. It’s more about awareness.
TUESDAY	LinkedIn	“Reflection isn’t about judgement. It’s about awareness”	The point of looking back isn’t to critique, but to understand. Encourage steady self-assessment without pressure.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	Mid-Week Focus Prompt: <i>One Thing That Worked</i>	“What’s one lesson from this year that you want to carry into next year?”
FRIDAY	LinkedIn	Friday Tip: <i>Simplify Something Small</i>	“Delete one recurring task that doesn’t serve your goals anymore. Freedom builds from focus”

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December Week Three: “Moments That Matter”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Moments That Matter</i>	The week of Christmas is all about gratitude and warmth. Encourage readers to pause for the moments that make all the planning worthwhile...time with family, friends, health, calm, and connection.
TUESDAY	LinkedIn	“The best returns aren’t always measured in numbers.”	Brief post about the importance of being present.
WEDNESDAY	Podcast	<i>Moments That Matter</i>	A short conversation that talks about what this year’s work has all been about...building lives that leave room for the things that matter most.
THURSDAY	LinkedIn	No Post	Christmas Eve
FRIDAY	LinkedIn	No Post	Christmas Day

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December Week Four: “A Clear Start Ahead”

DAY	CHANNEL	CONTENT FOCUS	GOAL
MONDAY	Email	<i>Your Year in One Page</i>	Simple recap email with key lessons from 2026, a look forward at what’s next, and a reminder that their plan is already setting them up for a strong start.
TUESDAY	LinkedIn	“Your plan already knows what to do. January is just the next step.”	Reinforce trust in long-term structure. Emphasize the progress doesn’t restart with the calendar. It continues through consistency.
WEDNESDAY	Podcast	Off Week	
THURSDAY	LinkedIn	No Post	New Year’s Eve
FRIDAY	LinkedIn	No Post	New Year’s Day