

JULY

2023

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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CONTENT BREAKDOWN

EARLY NYSE CLOSING REMINDER

Remind your employees/ clients/ audience that the New York Stock Exchange closes early at 1p.m. on July 3 for the federal holiday. Notify them of changes to office/work hours.

INDEPENDENCE DAY CELEBRATION

Wish your audience a Happy Independence Day with a red, white, and blue graphic or a photograph of family and friends celebrating, unwinding, and basking in (hopefully) some wonderful sunny weather. Bonus points if you capture a barbecue bash or fireworks show! Write caption that expresses your hope for a relaxing a safe holiday for all.

SAVING ON SUMMER VACATIONS

Create a post that provides tips how to save money while taking time off. Help your audience understand that you can easily cut costs without compromising fun! Offer suggestions on affordable destinations and budget-friendly or free activities that both adults and children will love.

BOOST RETIREMENT PLANNING

Highlight how your company can help clients save for their retirement. Reiterate the importance of starting, adhering, or re-evaluating a retirement plan right now. Showcase photographs of older folks taking vacations, spending time with grandkids, and starting new hobbies to illustrate the endless possibilities of saving for the future.

MIDYEAR BUDGET REVIEW

Midyear is an ideal time to review a budget. Encourage your clients to schedule consultations to evaluate if and how they are hitting spending or saving targets. Let them know how you can help them adjust their plan if needed before year's end!

CONTENT BREAKDOWN CONT.

UPDATING INSURANCE POLICIES

Explain to your audience the importance of updating and reviewing their insurance policies. Do your clients have new assets to account for, such as vacation homes or recreational vehicles? Are there any new drivers in the family? Can your clients benefit by bundling policies or investing in hurricane coverage? Tell them how you can help.

PAYING OFF DEBT

Emphasize the importance of minimizing debt by encouraging clients to pay off credit card bills, student loans, personal loans, and mortgages. Remind your audience how you can help them review interest rates, consolidate debt, and organize a pay-off schedule.