



# **One-Month Social Media Profit Calendar For Busy Entrepreneurs**

**The Formula and 13 Must Have Social Media  
Tools I Used to Grow My Brand, Save Time  
and Automate Sales**

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1 Link to a new blog post.	2 Writing prompt: The reason I started my company is....	3 Throwback.	4 Share a behind the scenes update and photo. What are you working on?
5 Writing prompt: The moment I decided to start my business was...	6 Ask a question to your audience.	7 Text quote with your logo with a quote you say over and over.	8 Share a free resource you have.
9 Writing prompt: I am passionate about helping...	10 Answer a frequently asked question.	11 Share a relevant article and your thoughts about it.	12 Share a helpful tip.
13 Introduce yourself.	14 Writing prompt: I am grateful for...	15 Share your favorite quote.	16 Link to an old blog post.
17 Writing prompt: I believe that...	18 If you had only one final thing to say on social media, what would it be?	19 Link to an optin page, lead magnet or application for a free session or product.	20 Say thank you to your fans!
21 Shout out to an entrepreneur or author who inspires you.	22 Share a quick 1-minute video with a quick tip.	23 Share a personal photo of you working in your business.	24 Share about a success of one of your clients.
25 Offer a discount.	26 Run a poll and get feedback from your audience on future article topics.	27 Writing prompt: What I love most about my work is...	28 Writing prompt: You may think my company does____, what you might not know is_____.
29 Share your thoughts on recent news in your industry.	30 Share a picture of what makes you happy.	31 Share what your favorite book is relevant to your topic and industry.	<i>You did it!</i>

# 13 Must Have Social Media Tools You Should Be Using in Your Business

## 1. [Hootsuite](#)

This tool allows you to schedule your social media posts from a variety of different social media sites. You can also monitor and track analytics with Hootsuite as well. The free plan works well for us.

## 2. [Buffer](#)

Another tool for pre-scheduling social media updates. Often we find that sometimes we need a backup for post scheduling so we also recommend this app. Often it's just a preference for which one you prefer the most. The free plan works well for us.

## 3. [Post Planner](#)

This is just \$7 per month and allows us to pre-schedule our best content over and over again. We have one post going out every single day sharing our free lead magnets and webinars so we don't have to "remember" to post them everyday. This is much more consistent and leads to many more leads coming in our doors every single day.

## 4. [Latergramme](#)

This is our favorite way to pre-schedule our Instagram posts. You can post directly from the site. The actual posting isn't automatic but when you are ready to post, we just look at latergramme and a picture and text is ready to go. I can post in less than 30 seconds when I am in a rush but need to get something out ASAP. The free version will work perfectly for you as long as you aren't posting a ton of content every single day. If you are, you may have to pay up for the advanced version.

## 5. [Picmonkey](#)

Picmonkey is a free, online photo editor and there isn't a day that goes by that I don't use it. This is where I put the text on my photos and create quote images for Instagram. This is also where I crop my images for each social media platform and where I create my Pinterest images as well. Did I mention it's free!!



#### 6. [Wordswag](#)

Wordswag is a fun app that allows you to upload a photo from your phone library and put text over it. You can also add your logo to the photo as well so no one copies and steals your content. I love that it also gives you quotes and designs to choose from if you are just stuck with what to post. Lots of fonts and styles to play around with. This is totally free as well.

#### 7. [Dropbox](#)

This is where we store all of our photos, quotes and text content. We often recycle content over and over on different platforms so this helps us keep it all straight for our entire team to have access to when we need it. Every person on our team manages a different social network so it's important that we all have access to a shared drive.

#### 8. [Flipagram](#)

Videos on social media platforms are taking over and one of the most popular things right now. If you aren't posting videos, start now. Flipagram gives you a ton of options to create videos from your photos and to add your favorite songs to your videos too. It's all about being creative and fun and that's why I love this app.

#### 9. [Imovie](#)

Another video app that is a must for us. This is what we use to crop our videos and to make multiple videos out of a longer video clip. We have tons of 10-20 minute videos and we use Imovie to create small clips that are easily enjoyed and popular on social media. Apple users can use this on your desktop or your phone.

#### 10. [Bitly](#)

Ever post something to social media and then not know how many people even clicked. This free link shortening service will help you figure out what links people are really excited to read and you can track which days got the most clicks.

#### 11. [Google Analytics](#)

Even more important than how many clicks it got is where people are coming from! Google Analytics is a major must because it will show you a lot of details about

WHERE your top social media traffic is coming from. We get way more traffic from Pinterest than Instagram but I never would have known that if I wouldn't have been paying attention to Google Analytics. That means I need to spend way more time creating Pinterest content than Instagram content to drive my sales and leads. See how crucial that is?

12. [Shareaholic](#)

This is a Wordpress plugin that gives you access to share icons so that when people land on your site and love what they read, they can find you on social media as well.

13. [Asana](#)

We can't say enough great things about this handy app that our entire team uses as a project management tool. We use it to plan out our social media calendar and project what topics will be covered on the blog in the future. We also use it to track blog ideas and potential topics and series to create in the future!