| <u>t</u> wenty over ten | TOPIC / TITLE | CONTENT / DETAILS | KEYWORD(S) | TARGET PERSONA (S) | OFFER / CTA |
|--------------------------|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-------------------------|------------------------------------------------------|
| MONDAY | | | | | |
| Publish Date: XX/XX/2018 | 5 Steps to Balancing your Personal Budget | Knowing exactly where your paycheck is going every month is one of the most important methods to help decrease financial stress. | financial goals, budgeting, | Margaret the Millennial | Free Worksheet: Balancing your Personal Budget |
| TUESDAY | | | | | |
| Publish Date: XX/XX/2018 | | | | | |
| WEDNESDAY | | I | L | | |
| Publish Date: XX/XX/2018 | | | | | |
| THURSDAY | | Ι | I | | I |
| Publish Date: XX/XX/2018 | | | | | |
| FRIDAY | | • | | | |
| Publish Date: XX/XX/2018 | | | | | |
| SATURDAY | | - | | | |
| Publish Date: XX/XX/2018 | | | | | |
| SUNDAY | | | | | |
| Publish Date: XX/XX/2018 | | | | | |