

HOT TOPICS FOR JANUARY

1

MONTHLY THEME

January includes National Creativity Month & Self Love Month! What tips can you share with relevant press about creativity? Does your jewelry support self-love? Pitch away!

2

WEEKS THAT COUNT

Universal Letter Writing Week: 2nd Week of January. Does your jewelry include an element of letters/loves notes? Create a laser-focused pitch using this theme!

3

OBSERVANCES & CELEBRATIONS

International New Years Resolutions Month for Businesses - what can you share with business press & blog readers about how you create and stick to biz resolutions?

4

OBSERVANCES & CELEBRATIONS

Self-Love Month. What can you talk about with your own self-journey? Does it tie to your jewelry business? Does your jewelry support self-love? From PR to blog, there are homes for this story!

5

OBSERVANCES & CELEBRATIONS

National Technology Day: January 6th. How does your business use technology to create jewelry? Offer a super-visual story and this is a TV segment in the making!

6

OBSERVANCES & CELEBRATIONS

National Clean Off Your Desk Day: January 8th. Use this as a chance to share a peek at your desk with social media, blog, and/or newsletter followers.

7

OBSERVANCES & CELEBRATIONS

Make Your Dreams Come True Day: January 13th. What can you share about making your own business dreams come true? Offer something to relevant local and dot-com press!

8

OBSERVANCES & CELEBRATIONS

January 28th is National Have Fun at Work Day. Create a story for local or business press about how you do just that, whether you work solo or with a team!

9

OBSERVANCES & CELEBRATIONS

National Handwriting Day, January 23rd. Do you incorporate handwriting into your jewelry? Turn this into a laser-focused product pitch!

10

IMPORTANT EVENT THIS MONTH:

Awards Season kicks off - get ready for press outreach, styling opportunities, as well as blog and social media content focused on red carpet style!

HOT TOPICS FOR FEBRUARY

1

MONTHLY THEME

February includes all things love, Black History Month, American Heart Month, National Cherry Month, National Snack Food Month. Do those nationally celebrated angles spark any pitch or content ideas in you?

2

OBSERVANCES & CELEBRATIONS

It's National Weddings/Bridal month. Have bridal jewelry? Commit to pitching it to the right press this month! You can also share your bridal jewelry business story with local press!

3

CREATIVE CELEBRATIONS

National Random Act of Kindness Day is in February. Spread the love in your business as well by giving back to your online or in-person customers with a flash sale or bonus!

4

OBSERVANCES & CELEBRATIONS

Valentine's Day Gift Guides - They are released in February, make sure you're planning for them and pitching in January!

5

OBSERVANCES & CELEBRATIONS

Remember, you can also share your expertise for the Valentine's Day season. Can you give advice on picking out jewelry or engagement rings? Offer your tips to the press!

6

OBSERVANCES & CELEBRATIONS

Single Awareness Day is also February 14th! Do you offer jewelry that a gal should buy herself? Create a pitch for this holiday focused on just that for this holiday. It's a perfect product pitch for lifestyle and women's press.

7

OBSERVANCES & CELEBRATIONS

It's Women Inventor's Month! Did you invent or innovate in the jewelry field? Turn that into a pitchable story!

8

OBSERVANCES & CELEBRATIONS

National Love Your Pet Day: February 20th. Do you make jewelry that celebrates one's love of their pet? Share it with the press for this holiday!

9

OBSERVANCES & CELEBRATIONS

Is your jewelry business giving back to any heart health-focused charities for American Health Month? Share that with the press and in any Valentine's Day outreach!

10

IMPORTANT EVENT THIS MONTH:

Super Bowl Fever is going to grip the country, do you have any rings you can pitch as a "woman's own Super Bowl ring" because she's winning at life? What else could you pitch with a Super Bowl theme?

HOT TOPICS FOR MARCH

1

MONTHLY THEME

March includes National Craft Month, Irish-American Heritage Month, Women's History Month

2

CREATIVE CELEBRATIONS

Make Up Your Own Holiday Day is this month. Create a holiday that you can celebrate on social media, and perhaps, with the press!

3

OBSERVANCES & CELEBRATIONS

March brings in International Women's Day and Women's History Month. GO, GIRLS! How does your business support women's empowerment? Share it with the press or on your blog!

4

OBSERVANCES & CELEBRATIONS

It's Irish American Heritage Month! Is your jewelry a modern take on a traditional Irish design? March is perfect timing to share that story! Any Ireland-related business angles are pitchable!

5

OBSERVANCES & CELEBRATIONS

World Day of Prayer, First Friday of the Month. Do you make jewelry related to prayer of any kind? This could be the time for a laser-focused pitch about that angle of our business!

6

OBSERVANCES & CELEBRATIONS

National Day of Unplugging: March 9th. Do you have a story of how unplugging helps your business and your state of mind? Share it and some tips with your local or business press!

7

OBSERVANCES & CELEBRATIONS

Jewel Day is your chance to celebrate giving or receiving jewelry for guys and gals. Celebrate your business during this time by pitching it to local press!

8

OBSERVANCES & CELEBRATIONS

International Day of Happiness: March 20th. Do you create jewelry meant to inspire happiness? Tell your story, share your why, and pitch those products!

9

MONTHLY HEALTH OBSERVATION

National Endometriosis Awareness Month, Brain Awareness Week.

10

IMPORTANT EVENT THIS MONTH:

Spring begins! From spring collections to spring-themed jewelry, build buzz around this new season!

HOT TOPICS FOR APRIL

1

MONTHLY THEME

April includes National Mathematics Month, National Poetry Month, & Stress Awareness Month: Did your jewelry journey begin as a way to lower stress? Do you make pieces with poetry on them or a math-vibe? These angles are pitch-able!

2

HOT TOPICS THAT MATTER

It's Tax Season! Do you have a piece or collection worth splurging one's refund on? Pitch it or create a social media post about it with a tax refund angle!

3

CREATIVE HOLIDAYS

April 23rd is National Take a Chance Day. Can you share tips on going for it with aspiring entrepreneurs?

4

OBSERVANCES & CELEBRATIONS

April is Earth Month. Are you an eco-friendly brand? Now is the time to schedule in outreach about your business or your jewelry!

5

OBSERVANCES & CELEBRATIONS

National Sibling Day: April 10th. Work with your sibling? Use this a foundation for a local feature pitch or dot-com business angle pitch!

6

OBSERVANCES & CELEBRATIONS

Earth Day is April 22nd. Have a pitch planned for this theme? Pitch no later than the beginning of April to secure coverage before stories fill up!.

7

OBSERVANCES & CELEBRATIONS

National Stress Awareness Day is April 16th. Story angles you could use including tips sharing how you deal with stress, and jewelry that helps lower stress (Mala beads, etc.)

8

OBSERVANCES & CELEBRATIONS

Take Your Daughter to Work Day, April 26th. Planning on participating? Invite your local press (TV, newspaper) to tag along!

9

MONTHLY HEALTH OBSERVANCE

Alcohol Awareness Month

10

IMPORTANT EVENT THIS MONTH:

April 1, 2018, is both Easter & April Fools Day! Find a way to celebrate either holiday in your business this month, on social media, your newsletter, via a sale or a creative PR story angle!

HOT TOPICS FOR MAY

1

MONTHLY THEME

We are celebrating all things MOM this month. Think beyond gift guides. Do you work with your mom? Do you work because of your mom? Have advice for other working moms? So many story opportunities!

2

HOT TOPICS THAT MATTER

May 29th is Memorial Day. Does your jewelry business support veterans in any way? Share your story with the press!

3

CREATIVE HOLIDAYS

May 4th is Star Wars Day, aka May the Fourth (Force) be With You. Dress Up! Hae Fun with It! Connect with customers in a fun way!

4

OBSERVANCES & CELEBRATIONS

May 5th is the Kentucky Derby. Do you have jewelry that's perfect for Derby Day? Pitch short-lead fashion and accessories editors!

5

OBSERVANCES & CELEBRATIONS

May is Asian American & Pacific Islander Heritage Month. Can you share a story about you or your business that relates?

6

OBSERVANCES & CELEBRATIONS

Military Spouses Day is May 11th. How is your business celebrating them? Let the press know so they can all take part!

7

OBSERVANCES & CELEBRATIONS

May 8th is National Teacher's Day. Honor your favorite teacher or mentor with a blog/social post, or perhaps offer a discount for teachers, or do a giveaway and invite customers to nominate deserving teachers!

8

OBSERVANCES & CELEBRATIONS

May 25th is National Wine Day. How can you celebrate in a buzz-worthy way? Offer free wine at your shop? Do an online wine + jewelry sale?

9

MONTHLY HEALTH OBSERVANCE

Melanoma/Skin Cancer Detection and Prevention Month

10

IMPORTANT EVENT THIS MONTH:

Remember, beyond gift guide outreach you have plenty of content sharing opportunities on your own blog and social media where you can share Mom-related stories, gifts, & inspiration all month long!

HOT TOPICS FOR JUNE

1

MONTHLY THEMES

In June we are getting ready to celebrate the kick off of the summer season everywhere - including in the accessories world. We are also celebrating fathers - read on below for Father's Day pitching must-knows!

2

HOT TOPICS THAT MATTER

It's Father's Day June 17th! Be sure you're pitching Father's Day Gift Guides (dot com, newspaper, TV) by early May!

3

CREATIVE HOLIDAYS

It's National Candy Month! Create a pitch showing off your "arm candy" or candy-inspired jewelry!

4

OBSERVANCES & CELEBRATIONS

June 8th is National Best Friends Day! Make modern-day "best friend" necklaces? Have a newsworthy "biz best friends" story? Work with your best friend? Pitch!

5

OBSERVANCES & CELEBRATIONS

June 23rd is National Pink Day, when we celebrate all things colored pink! Do you have pink jewelry you could blog about, or share with a dot com?

6

OBSERVANCES & CELEBRATIONS

It's National Rose Month - the perfect time to be sure you have pitches & posts out featuring your rose gold jewelry!

7

OBSERVANCES & CELEBRATIONS

June 21st is National Selfie Day. Engage your blog and social media by sharing a selfie, wearing your jewelry of course!

8

OBSERVANCES & CELEBRATIONS

June 30th is World Social Media Day! Do you have any proven-successful social media tips you can share with local TV or dot-com business press?

9

MONTHLY HEALTH OBSERVANCE

National Cancer Survivors Day ®,

IMPORTANT EVENT THIS MONTH:

10

It's National LGBT Month! Celebrate Pride all month long via Sharing Pride-inspired stories, Pride jewelry, and pieces that give back to LGBT charities!

HOT TOPICS FOR JULY

1

MONTHLY THEMES

We are now deep into summer! We're wearing jewelry at weddings, for summer travel, summer festival style at BBQ's and beyond! Pitch accordingly!

2

FAMILY FOCUSED HOLIDAYS

July 26th is Aunt & Uncle Day! Do you work with an aunt or uncle? Can you run a special sale for them?

3

CREATIVE HOLIDAYS

The first half of July people have Wimbledon fever. Have a stand-out tennis bracelet to share with the press and your followers? What a creative angle!

4

OBSERVANCES & CELEBRATIONS

Use the 4th of July Independence Day holiday to create a pitch/post focused on your "freedom" as a biz owner. Ex. Why you love it, how you achieved it.

5

OBSERVANCES & CELEBRATIONS

It's Women's Motorcycle Month! Creating jewelry for this demographic? Connect your jewelry with this angle and pitch the press or share your biz story!

6

OBSERVANCES & CELEBRATIONS

July 2 is Made in the USA Day. Is this you? Create a timely pitch piggybacking on this holiday and pitch it (starting in mid-June) to your local press or dot-coms.

7

OBSERVANCES & CELEBRATIONS

National Independent Retailers Week (15-21) is a strategic time to share your biz in a timely way with your local press. Try collaborating on this story with a couple other local business stories.

8

OBSERVANCES & CELEBRATIONS

It's National Ice Cream Day and Month! In a social media, post share your favorite ice cream or perhaps share a shot of your team celebrating it. Humanize yourself!

9

BRICK & MORTAR BUZZ BUILDER

July 29 is National Dance Day! If you're a Brick & Mortar store, try giving a special discount to anyone who shares their favorite dance move in your store! Alert the press about this fun & visual sale. Watch press & sales magic ensue!

10

IMPORTANT INTERNAL TO-DO THIS MONTH:

It's CHRISTMAS IN JULY TIME! Remember internally to start your holiday gift guide outreach this month!

HOT TOPICS FOR AUGUST

1

MONTHLY THEMES

Summer continues! Think road trips, preparing for college and school years (gift ideas!), and perhaps time for mom to treat herself for making it through summer (sales inspo!)

2

HOT TOPICS THAT MATTER

It's Black Business Month! If you are an entrepreneur who can share your story, anecdotal advice and more, plan, and pitch accordingly!

3

CREATIVE HOLIDAYS

National Bargain Hunter's Week is August 6-12. Have under \$100, \$50, or \$25 pieces of jewelry? Try turning that into a pitchable angle with these pieces!

4

OBSERVANCES & CELEBRATIONS

Lollapalooza is this month as are festivals around the country. Do you offer Festival Fashion jewelry? Create a pitch laser-focused on these pieces!

5

OBSERVANCES & CELEBRATIONS

National Girlfriend's Day is August 1. Do you create jewelry that celebrates the special bonds of female friendship? THAT is pitch-worthy!

6

OBSERVANCES & CELEBRATIONS

August 12th is National Vinyl Records Day! Do you use records in the creation of your jewelry? Be sure you pitch your products & your biz story to the press!

7

OBSERVANCES & CELEBRATIONS

August 15th is National Relaxation Day. Do you have advice you can share with other business owners (or jewelry) that will help them relax? Share your tips with your press and/or your blog and social media!

8

OBSERVANCES & CELEBRATIONS

Senior Citizen Day is August 21. Are you a jewelry designer and a senior? Share your story with local/business press!

9

BRICK & MORTAR BUZZ BUILDER

August 30 is Grief Awareness Day. Do you have a story of how grief led to your business? Do your pieces help customers through the grieving process? Share your story on your blog/social & with the press.

10

IMPORTANT EVENT THIS MONTH:

National Dog Day, August 26th. Do you make dog-inspired jewelry? Can you share your own dog's photo with your community? Have fun with this holiday!

HOT TOPICS FOR SEPTEMBER

1

MONTHLY THEMES

September is home to self-care focused holidays like National Yoga Month and Self-Improvement Month. Share content on your social feeds and blogs if you don't have any quality pitchable angles!

2

HOT TOPICS THAT MATTER

It's Labor Day time, but that means something different when you're a business owner. What can you speak to in the workplace/labor theme?

3

CREATIVE HOLIDAYS

September 12th is the National Day of Encouragement. Does your jewelry inspire, encourage, or motivate? Do you have a startup story or tips/advice that you can share with the press that will encourage others? Pitch it! Blog it! Share it!

4

OBSERVANCES & CELEBRATIONS

September 22nd is American Business Woman's Day. Are you one? Begin pitching a good hook with this angle by early September to dot com, local, newspaper, or TV press!

5

OBSERVANCES & CELEBRATIONS

National Suicide Prevention Day, Week, & Month fall at this time. If you have a story to connect to this observance or a jewelry sale that gives back to related non-profits, pitch accordingly!

6

OBSERVANCES & CELEBRATIONS

September 30th is International Podcast Day! Do you have a podcast? Consider sharing it with: Local Press & the press that your podcast's niche audience reads (business? style? empowerment?)

7

OBSERVANCES & CELEBRATIONS

It is National Save Your Photos Month. Does your jewelry allow people to do this? What a timely & strategic reason to pitch it to relevant short-lead press!

8

OBSERVANCES & CELEBRATIONS

September 16th is National Working Parents Day. Are you one? Use this event to reach out to your local press and talk about what working parent life is like, give advice, and of course, highlight your business! YES, Working from home counts!

9

MONTHLY HEALTH OBSERVANCE

National Ovarian Cancer Awareness Month

10

IMPORTANT INTERNAL TO-DO THIS MONTH:

Next month is Breast Cancer Awareness Month! Be sure you're planning on pitching for products that give back you begin outreach this month for "short lead" & May/June (in some cases earlier) for magazines.

HOT TOPICS FOR OCTOBER

1

MONTHLY THEMES

October is Breast Cancer Awareness Month which means several magazines will be publishing shopping guides featuring gifts (including jewelry) who donate to Breast Cancer charities. Magazines book this topic months in advance, dot-coms book at least one month out! Plan accordingly!

2

HOT TOPICS THAT MATTER

Halloween seems like a stretch? Think again! If you have Halloween-inspired jewelry OR simply have jewelry you can pitch as accessories for a chic witch/she-wolf, superhero, you name it, give it a try with the fashion/lifestyle press!

3

CREATIVE HOLIDAYS

October 3rd is National Boyfriend Day. Do you make accessories or jewelry for men? Use this as a strategic and timely pitching angle!

4

OBSERVANCES & CELEBRATIONS

It's Positive Attitude month! Is your jewelry rooted in a story about positive attitude, or created to encourage them? Do you have tips for maintaining a positive attitude while you work? Share them with the relevant press!

5

OBSERVANCES & CELEBRATIONS

October is Self Promotion Month. Do you have a tip or anecdote you can share with biz owners about successful self-promotion? Reach out to biz press, share it on your blog or social media feeds!

6

OBSERVANCES & CELEBRATIONS

October 7-13th is National Work from Home Week! Do you have tips for others on how you do this? Can you take your local news station through your home office while sharing those tips? This could be a press slam dunk!

7

OBSERVANCES & CELEBRATIONS

Celebrating the Halloween season is a must-do if you want a fun way to personally connect to your social media, newsletter, and/or blog community? Share photos of you and your team from Halloweens past!

8

OBSERVANCES & CELEBRATIONS

October 27th is National Make a Difference Day. How is YOUR Business helping others or the community? Consider turning it into a local news story that encourages others to join in!

9

MONTHLY HEALTH OBSERVANCE

Breast Cancer Awareness Month, Domestic Violence Awareness Month.

10

IMPORTANT INTERNAL PLANNING THIS MONTH:

Don't forget: NEXT MONTH houses Black Friday, Small Biz Saturday, & Cyber Monday. Prepare now, so things go seamlessly next month!

HOT TOPICS FOR NOVEMBER

1

MONTHLY THEMES

The busy holiday shopping seasons kick off this month with Black Friday, Small Biz Saturday and Cyber Monday. How will you make the most of them? By planning your work, and working your plan! You will build the most buzz here with short lead press (newspaper, dot com, and TV).

2

HOT TOPICS THAT MATTER

Small Biz Saturday-time is the perfect time to share your business or "aha moment" story with local media, tied into your Small Biz Saturday/Cyber Monday offerings. Remember! Early birds get (press) worms!

3

CREATIVE HOLIDAYS

November includes National Game & Puzzle Week as well as National Chemistry Week. If your jewelry can be related to these themes, consider a business pitch locally, or an online product pitch!

4

OBSERVANCES & CELEBRATIONS

During this month focused on gratitude, it's important that you schedule in content sharing with your followers and customers what you're thankful for - including them!

5

OBSERVANCES & CELEBRATIONS

November 11th is Veterans Day! Do you employ veterans? Are you a veteran? Do your jewelry sales give back to veteran's charities? That's something that people need to hear about!

6

OBSERVANCES & CELEBRATIONS

It's time to celebrate because it's National Entrepreneurship Month! It's time to share your story, tips, advice, and more with local press, and relevant business press! This holiday was made for YOU!

7

OBSERVANCES & CELEBRATIONS

November 27th is the National Day of Giving. Is your business giving back? How? Where? Why? Share it with your local press!

8

IMPORTANT INTERNAL PLANNING THIS MONTH:

Get your holiday pitches ready because the short lead press is getting ready (and already planning) their holiday gift guides and you'll want to pitch them! Think online, newspaper, and TV!

9

MONTHLY HEALTH OBSERVANCE

American Diabetes Month, National Family Caregivers Month

10

IMPORTANT INTERNAL PLANNING THIS MONTH:

Be sure you're planning your holiday gift guide outreach - it's right around the corner!

HOT TOPICS FOR DECEMBER

1

MONTHLY THEMES

The holiday season is in full swing in December. Remember, you're not only pitching holiday-themed gift guides, but you also have the opportunity to pitch holiday styling stories, and general style stories and the columns and content that regularly appears!

2

HOT TOPICS THAT MATTER

Seasonal style stories like: What jewelry to wear for New Year's Eve and holiday party accessories. Also, remember you can share expert tips on jewelry shopping with the local or national press!

3

CREATIVE HOLIDAYS

Free Shipping Day is always mid-December. When you determine when it is and if you'll be taking part, be sure you share it socially and with newsletter readers!

4

OBSERVANCES & CELEBRATIONS

Ugly Sweater Day is official, and it falls on the third Friday of December! Dress your team in them, or offer discounts at your brick & mortar for people wearing them, and you can garner press!

5

OBSERVANCES & CELEBRATIONS

National Cookie Day is in December. This is a great excuse to create a social media or blog post that shares a favorite cookie recipe. Again, a chance to personally connect with your brand community!

6

OBSERVANCES & CELEBRATIONS

This is the time of year for New Year's resolutions! Will you be making any business resolutions? Have you ever made any that had an impact on your business? Turn these into pitches AND look for PR Leads asking for the same thing!

7

OBSERVANCES & CELEBRATIONS

New Year's Eve: Style tips, jewelry tips, style inspiration social visuals, all of it! Get creative with this big holiday which = big press opps!

8

OBSERVANCES & CELEBRATIONS

Time to wind down the year with some newsworthy top 10 lists. What can you share on local camera, or with dot-coms, such as Top 10 Jewelry Trends of the Year, Top 10 Jewelry Trends to Look out for Next Year, and so forth? Solidify yourself as an expert in the jewelry space in your hometown!

9

MONTHLY HEALTH OBSERVANCE

AIDS Awareness Month, World AIDS Day December 1

10

IMPORTANT INTERNAL PLANNING THIS MONTH:

Next month the press will be ready to cover stories that are in a "new year, new you" theme. and all things New Years restart. Can you share tips, jewelry, or stories that tie to this theme? Start planning and reaching out with those by mid-December!