

2021 Editorial Calendar*		
Month	Theme	Possible topics to be covered
January	Taking Charge of Your Career	<i>Developing your career. Best practices for moving up the ranks and achieving your goals.</i>
February	Business Models	<i>Explore the different business models in the profession and best tips on how to pursue them.</i>
March	FinTech	<i>What new planners need to know about fintech.</i>
April	Compensation Models	<i>A dive into different compensation models in the profession.</i>
May	Career Paths	<i>Cultivate and manage relationships, including with mentors, colleagues and clients</i>
June	Advocacy	<i>What advocacy positions does your professional organization take and how can you get involved?</i>
July	Personal Branding	<i>Developing your personal brand for success in the financial planning profession.</i>
August	Giving Back	<i>Giving back with pro bono planning and getting involved in local chapters.</i>
September	Designations Post CFP® Certification	<i>What designations and certifications should you pursue once you've locked in your CFP® certification?</i>
October	Professional Development	<i>Developing your career. Best practices for moving up the ranks and working on professional development.</i>
November	Succession Planning	<i>How to plan for buying into a firm and other elements of succession planning for G2 planners.</i>
December	Future of the Profession	<i>Trends driving the future the profession.</i>

* Calendar is subject to change without notice.