HR CONSULTANCY LAUNCH PROGRAMME · RUN NICHE CONTENT AND LINKEDIN MARKETING

Niche content starter calendar

A starter calendar mapped to the employment-law changes from Module 4, a lead-magnet list, and a confidentiality note.

01 Map your content to what is changing

The safest, most useful content answers a live question your niche is already asking. Anchor it to the employment-law changes from Module 4, and verify every fact before you post.

The law change or deadline your niche needs to understand.

What it means for them in plain English, for their size and sector.

The source you checked it against, and the date you checked.

02 Your starter calendar

A few posts a month, done consistently, beats a burst and then silence. Plan four to six ahead.

- [ ] Week 1: a plain-English explainer of one live change for your niche.
- [ ] Week 2: a practical checklist owners can act on this month.
- [ ] Week 3: a common myth or mistake, corrected.
- [ ] Week 4: a short answer to a real question your niche keeps asking.

03 Lead magnets

Turn your best content into something worth an email address. Reuse work you have already done.

- [ ] A one-page checklist pulled from an earlier module.

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- [ ] A short "what is changing this year" guide for your sector.
- [ ] A simple self-audit an owner can run in ten minutes.

04 The confidentiality line

This is not optional. Never post a real client situation, even anonymised, even as a "hypothetical" that is really about one client.

- [ ] Never name, quote, or describe a real client or their staff.
- [ ] Do not turn a live case into a post, even with the details changed.
- [ ] Speak in general principles and public law, not private situations.

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