HazelPiper Creative

FIRST MONTH TOPIC PLAN

EIGHT POSTS FOR YOUR FIRST MONTH

> Two posts a week across your four topics. Swap, cut or add anything you like. Nothing gets written until this list feels right, and week one starts on the kickoff date we pick Thursday.

TOPIC	THE POST	WHAT IT NEEDS
WEEK 1		
How our process works	What happens in record review, the first step of every plan	Website, step one
Team and expertise	Who builds an MLCS plan: Tommy's clinical background	Your OK on credentials
WEEK 2		
How our process works	Plan review and rebuttal: what we look for in an opposing plan	Website, plan review service
Industry news with our take	A recent life care planning development, with Tommy's take	Tommy picks or approves the story
WEEK 3		
Client wins, no names	A case type MLCS handles, and what the plan had to account for	Your OK on the case type
How our process works	Why every recommendation points back to the medical record	Your own sentence
WEEK 4		
Team and expertise	Meet Madi, and how firms can reach her	Madi's OK, title and a photo
How our process works	Working back from a designation deadline	Your OK on a typical turnaround

How each post moves

- ☐ Drafted from this plan, the voice guide and the source list
- ☐ On your MLCS page by the Monday before it goes out
- ☐ Your written approval by Thursday, with a final okay by noon Central Monday
- ☐ I publish it on the MLCS LinkedIn page in the wording you approved