



2022
EDITORIAL
CALENDAR
for bloggers

BRAND STORY

What do you bring that is unique to your readers? This is sometimes called your unique selling proposition or brand story.

For example, mine is *"WPB is a one-stop-shop for bloggers to learn growth strategies, and find a dependable team to make it happen."*

I am a _____ that does _____ for _____ so that _____

CONTENT THEMES

What are the themes that your readers need to know?

HINT: you just mentioned them above!

For me, *Marketing for Blogs; Support & Maintenance for Blogs; Monetizing Blogs*. What are yours?

CONTENT GOALS

What is your content going to accomplish in the big picture - this YEAR? This is likely related to your 'word' of the year, if you chose one.

For example, mine is *"Help 10 bloggers reach 1 million this year."* What's yours?

QUARTERLY GOALS

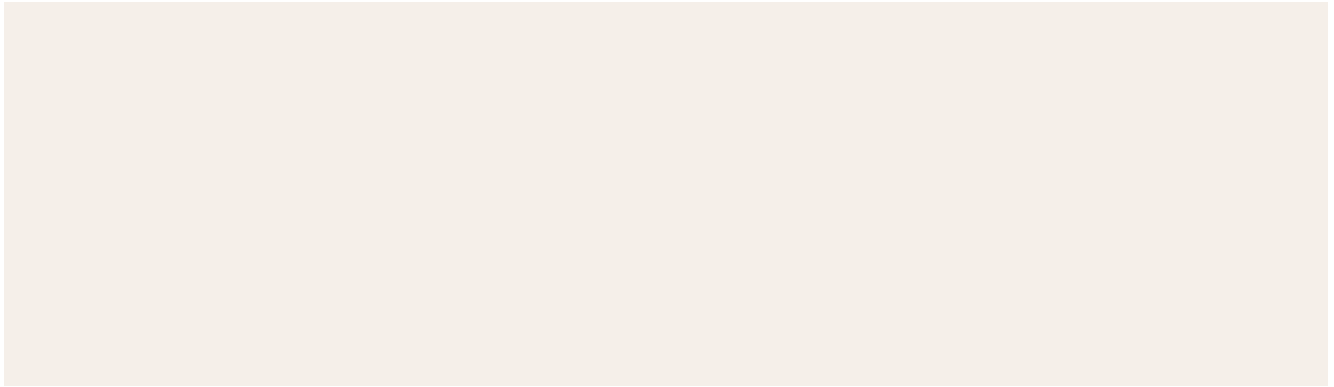
Each quarter you're going to accomplish something moving you towards your annual goal. Quickly note what those quarterly milestones will be. Be specific - it will help you break down what you need to do later.

in my example, *each quarter is to gather 12 potential bloggers into Middle of the Funnel activities.*

QUARTER 1 STRATEGIES

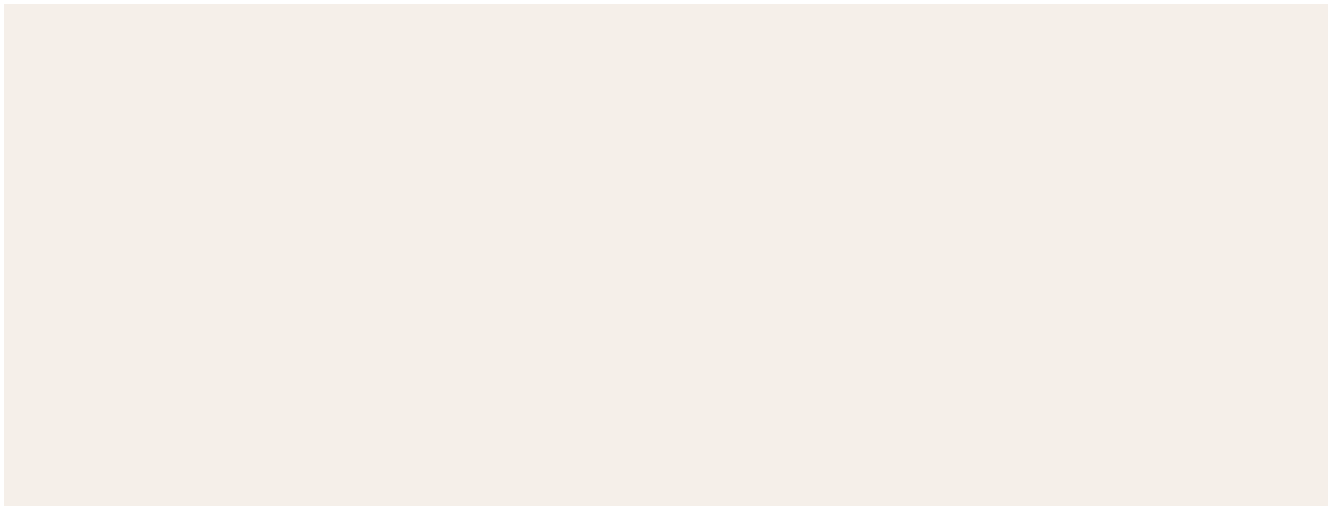
You have your goal and you have your content themes, now you select strategies that you can use to accomplish your goals.

ie: push consultations via email newsletters; Facebook Ads



QUARTER 1 EVENTS

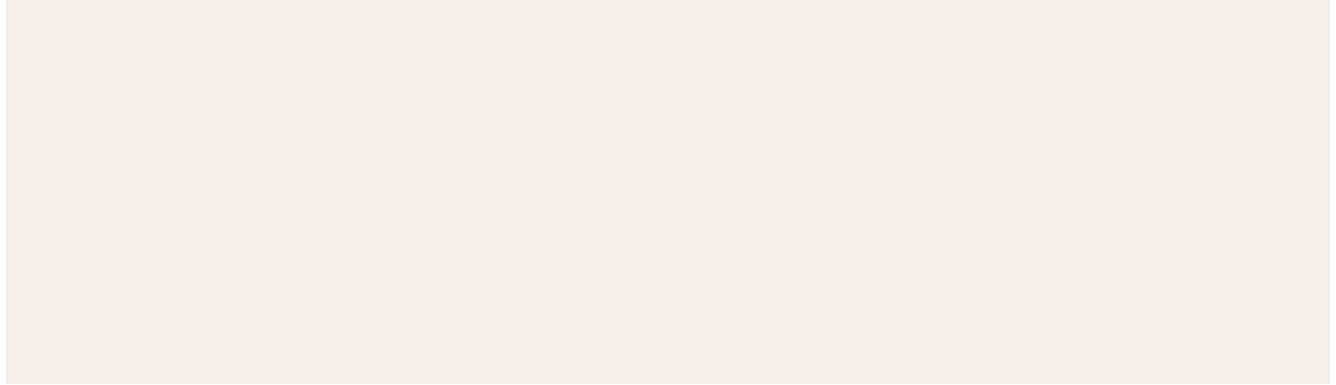
During these months there will be sponsored posts due, relationships to maintain, and fun holiday themes and events that you will want to reflect in your content. List them here.



QUARTER 2 STRATEGIES

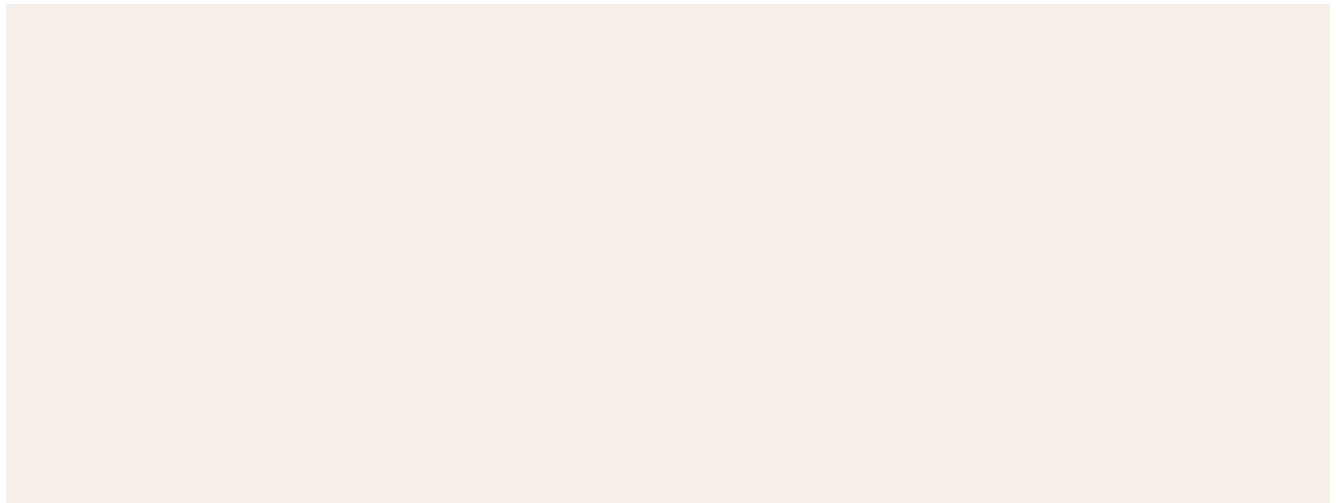
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QUARTER 2 EVENTS

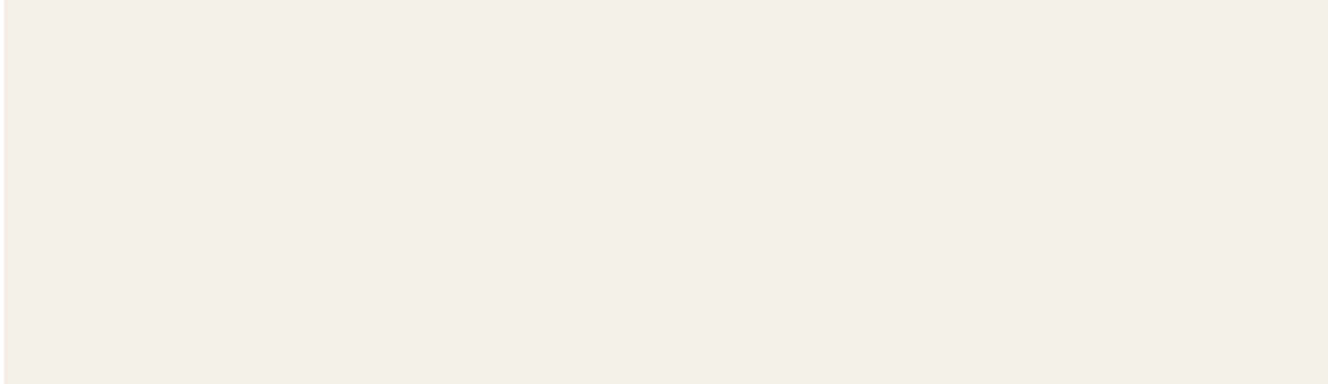
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QUARTER 3 STRATEGIES

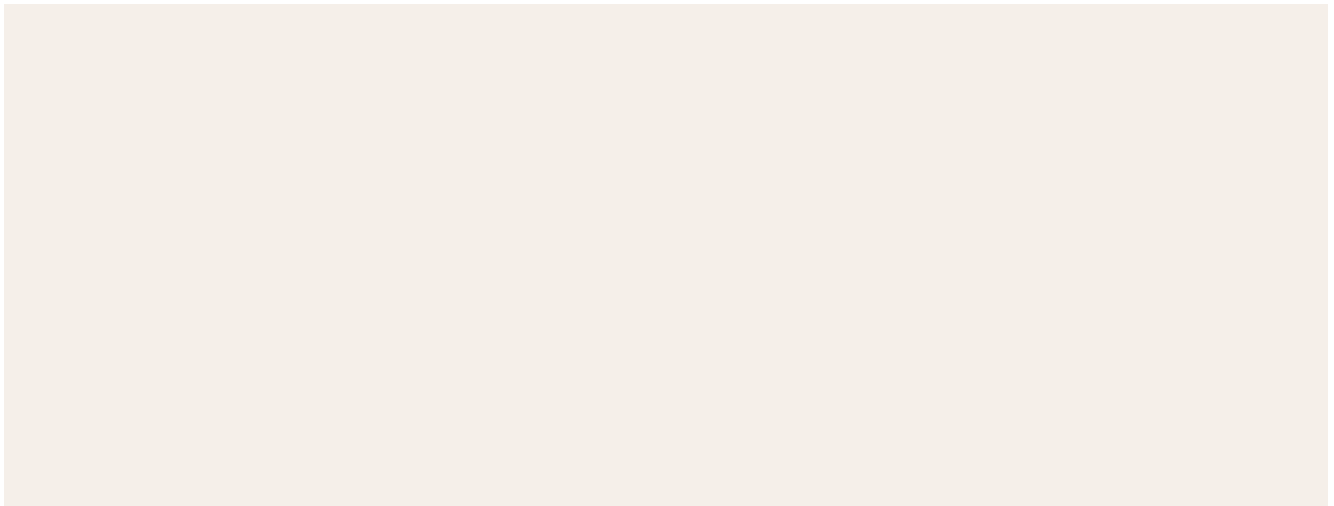
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QUARTER 3 EVENTS

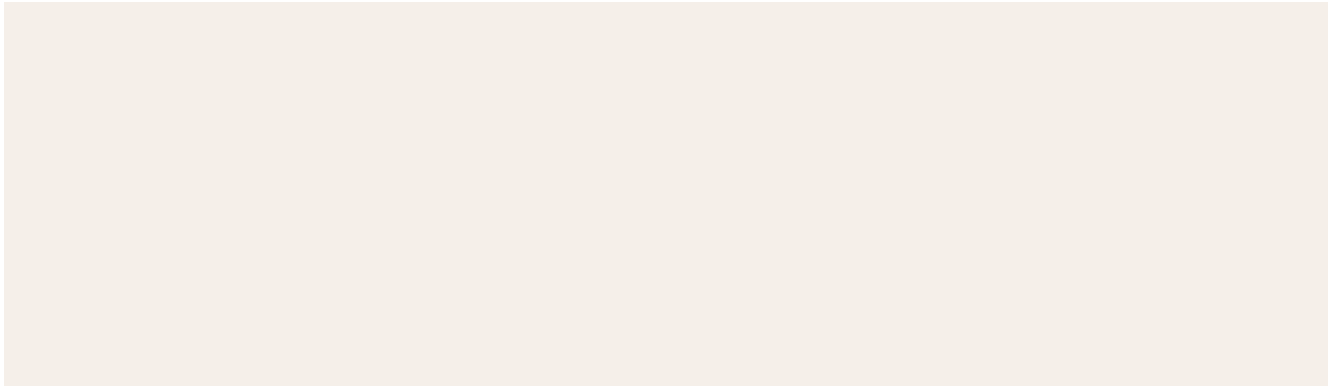
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QUARTER 4 STRATEGIES

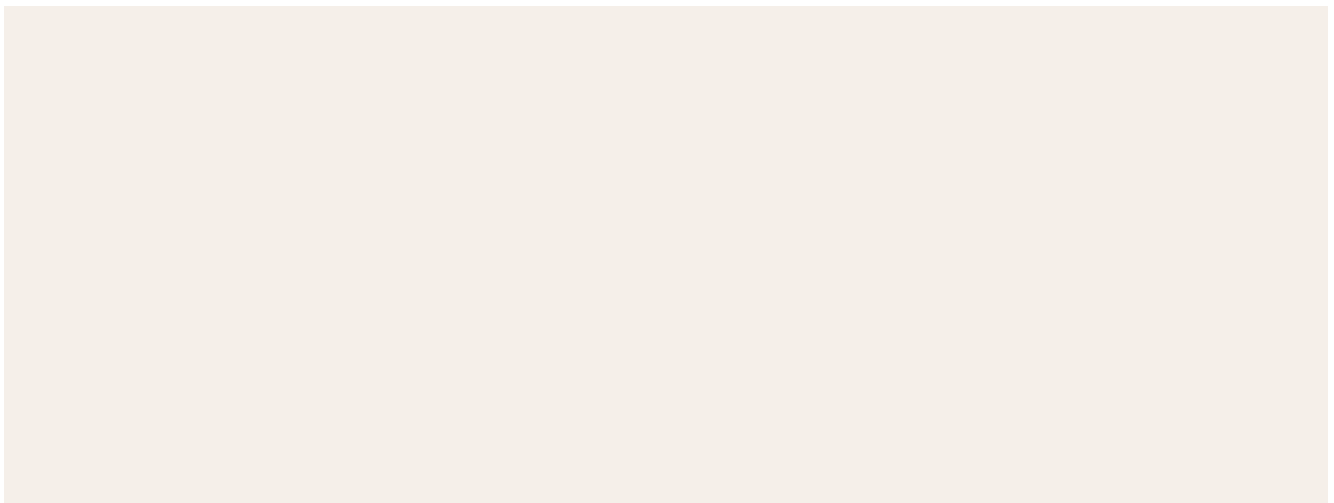
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QUARTER 4 EVENTS

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MONTHLY POST GENERATOR: MONTH

Record your themes in the boxes below. (use the back side if you need space). How many posts do you need this month? _____

Divide by the number of your themes. That's the number of post ideas you need in each box below. Keeping in mind your strategy, brainstorm post ideas that will get you there, under each theme.

IE: I need 12 posts per month (3 per week), I have 3 themes. $12 / 3 = 4$. I need 4 posts for each theme.

THEME:

THEME:

THEME:

MONTH:

If you wish, you can schedule here. Although most bloggers switch to an online content scheduler at this point. Remember to get all social media deliverables done at the same time to save time!

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POST OUTLINE

POST:

DUE:

SPONSOR:

Delivered Invoiced Paid

STRATEGY / THEME / EVENT:

BRAINSTORM

OUTLINE

SOCIAL MEDIA



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family.
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