



2023  
EDITORIAL  
CALENDAR  
*content creators*

# BRAND STORY

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

For example, *"We build and manage websites for content creators."*

I am a \_\_\_\_\_ that does \_\_\_\_\_ for \_\_\_\_\_ so that \_\_\_\_\_

# CONTENT THEMES

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What are the themes that your readers need to know?

HINT: you just mentioned them above!

ie: online *security*, *block editor*, *copywriting*, *website SEO*

Three horizontal beige bars for writing content themes.

# CONTENT GOALS

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What is your content going to accomplish in the big picture - this YEAR?

For example, *"Increase awareness of WPB & grow newsletter"*

# QUARTERLY GOALS

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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.

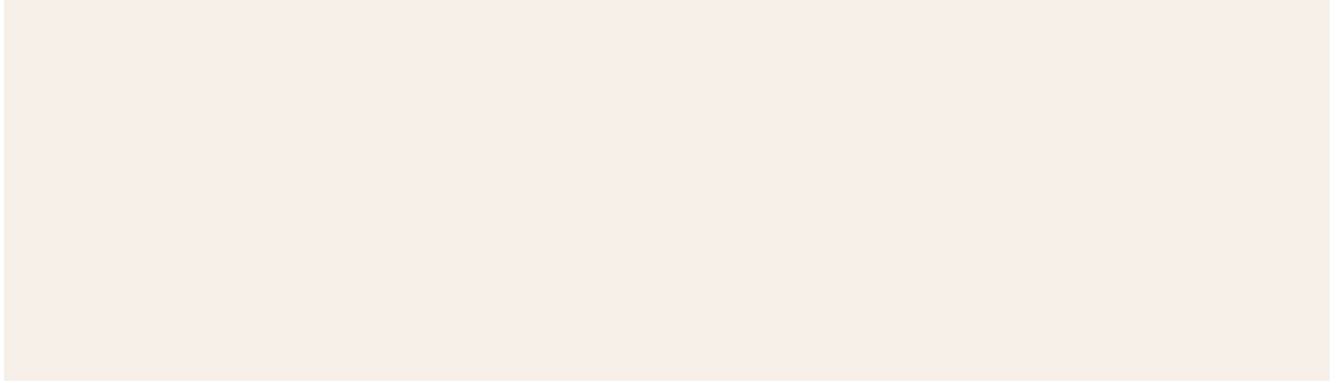
in my example, *each quarter is to gain 50 email subscribers*

# QUARTER 1 STRATEGIES

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

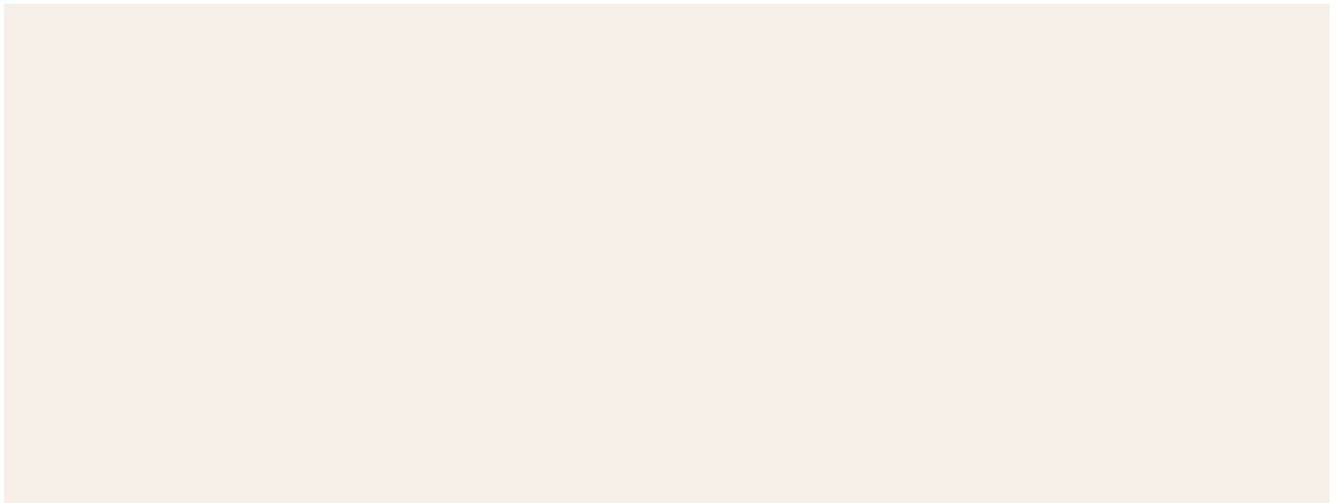
ie: create content upgrades to encourage signups



# QUARTER 1 EVENTS

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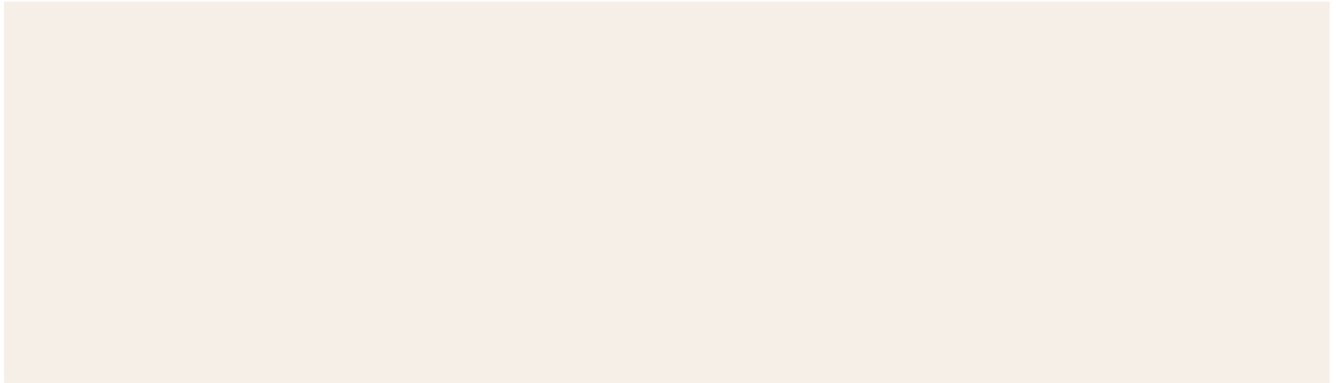
During these months there will be sponsored posts due, relationships to maintain, and fun holiday themes and events that you will want to reflect in your content. List them here.



## QUARTER 2 STRATEGIES

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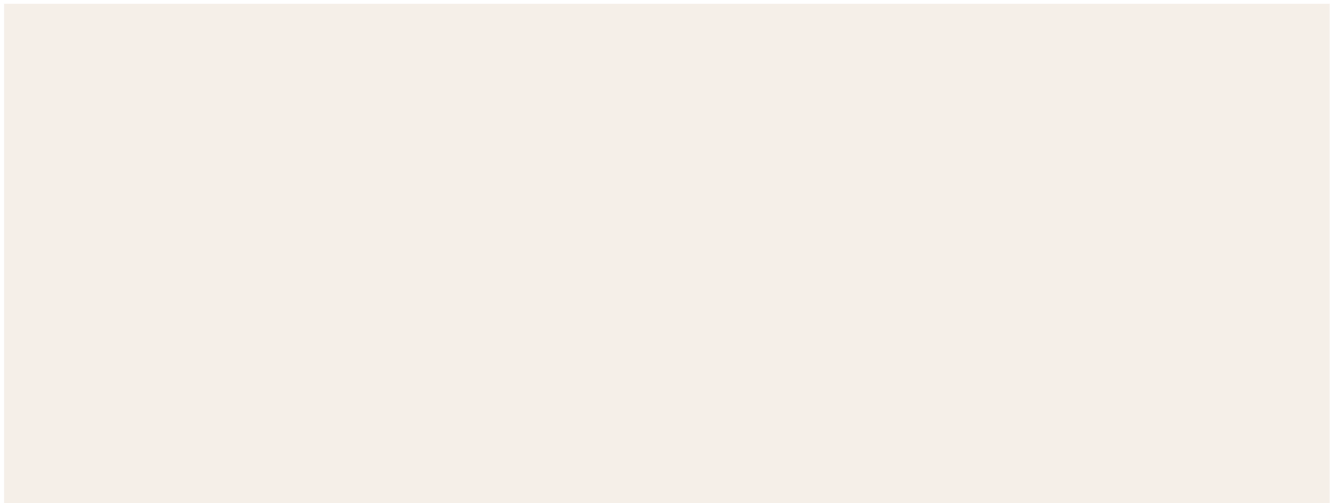
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## QUARTER 2 EVENTS

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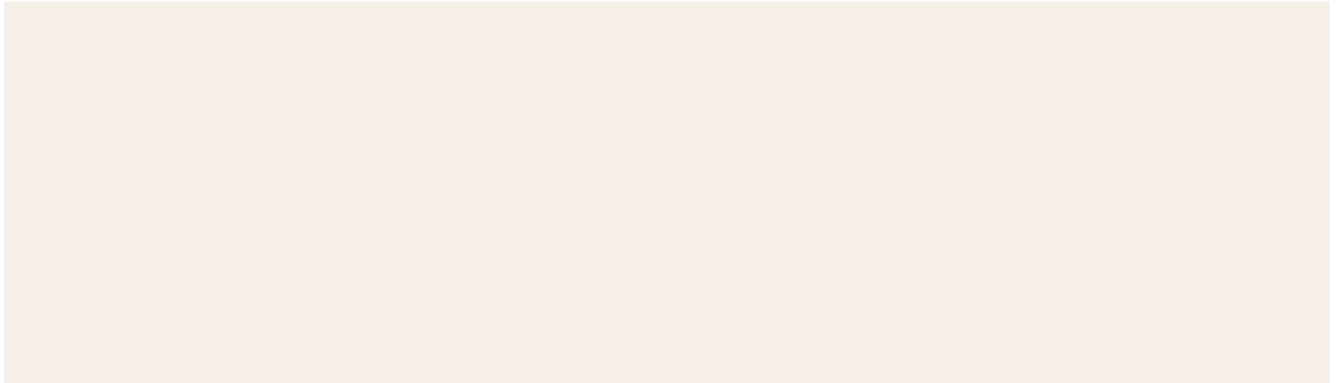
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## QUARTER 3 STRATEGIES

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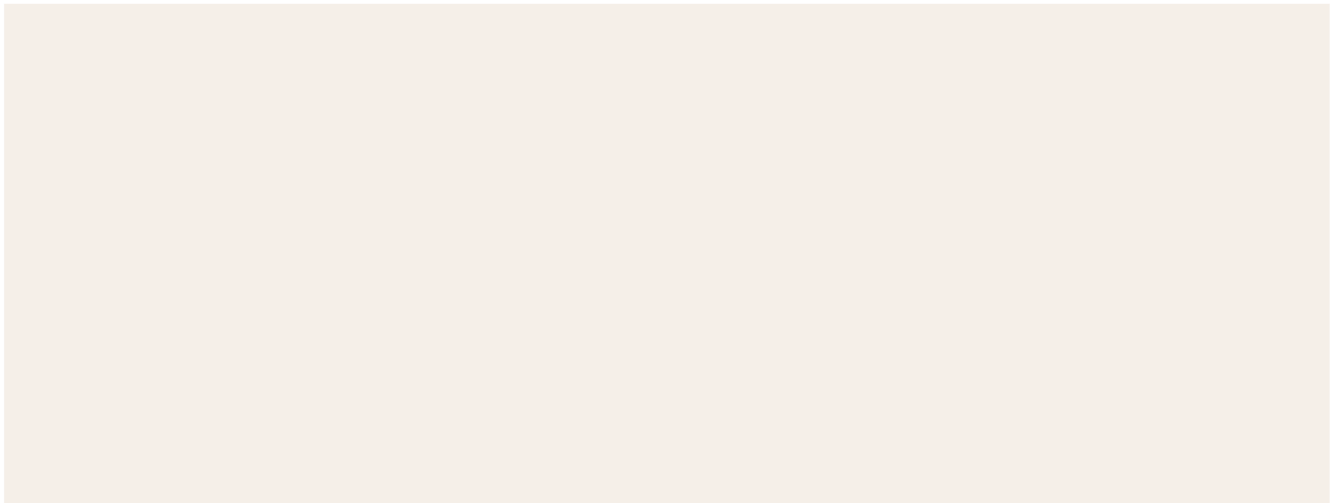
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## QUARTER 3 EVENTS

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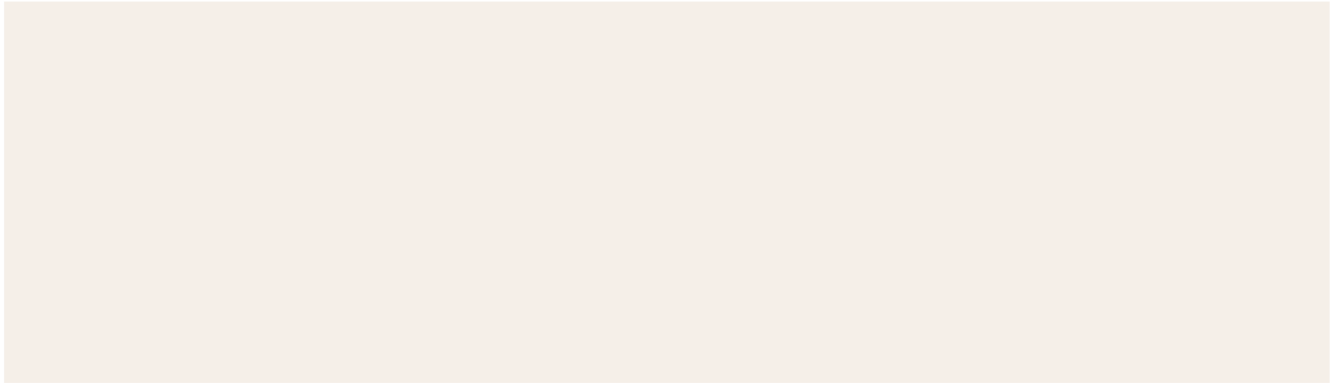
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# QUARTER 4 STRATEGIES

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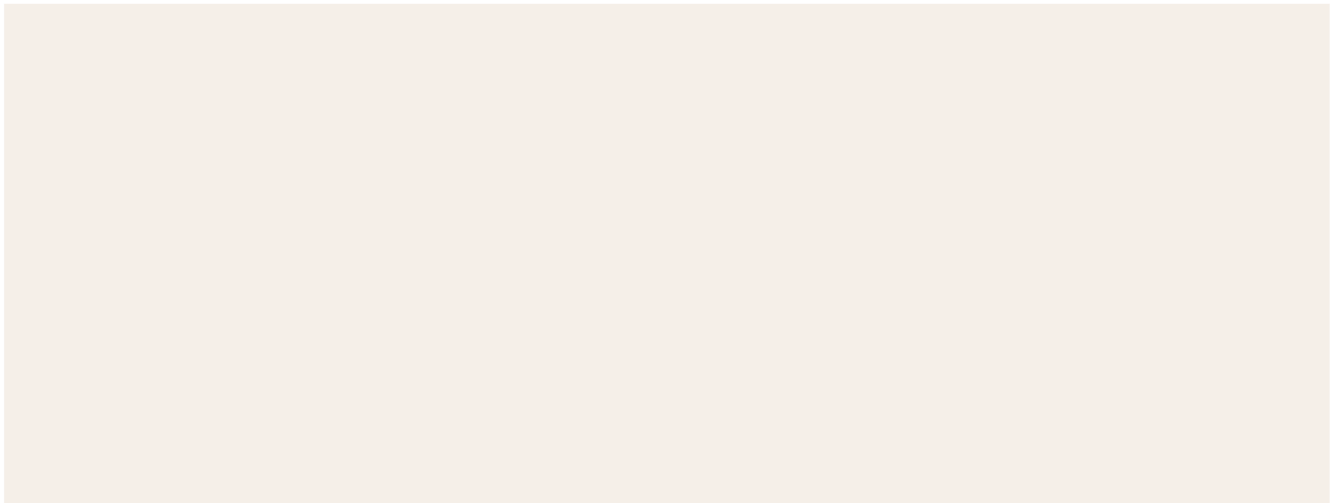
You have your goal and you have your content themes, now you select strategies that you can use to accomplish your goals.



# QUARTER 4 EVENTS

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# MONTHLY POST GENERATOR: MONTH

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Record your themes in the boxes below.

- *security, copywriting, designing*

How many posts do you need this month? \_\_\_\_\_ (12)

Divide by the number of your themes.  $12 / 3 = 4$ . 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.

THEME:

THEME:

THEME:



# MONTH:

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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

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POST:

DUE:

SPONSOR:

Delivered  Invoiced  Paid

STRATEGY / THEME / EVENT:

BRAINSTORM

OUTLINE

SOCIAL MEDIA



We build and manage  
websites for content  
creators.

EMAIL: [SUPPORT@WPBARISTA.COM](mailto:SUPPORT@WPBARISTA.COM)

IG: [@WPBARISTA](https://www.instagram.com/WPBARISTA)

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