

5 STEPS

TO BUILD AN EDITORIAL CALENDAR

Maintaining a publication schedule for blogs or email newsletters can be a challenge. An editorial calendar provides structure and a visual framework to help maintain cadence. Follow these steps to build an editorial calendar for your business.

1 GENERATE A LIST OF CONTENT THEMES

Think about topic areas or themes that would be of interest to potential clients. Peruse industry publications or review your morning news feed to spark ideas. Consider industry news, tips, FAQs, resources and promotion of your business, including client testimonials.

2 TRANSLATE CONTENT THEMES INTO CATEGORIES

Create a document with your content themes and **add potential blog post topics within each theme**. Include post ideas that don't fit into a specific theme or category in their own columns, and look for commonalities, such as seasonality or instructional posts.

3 REFINE YOUR LIST OF CATEGORIES

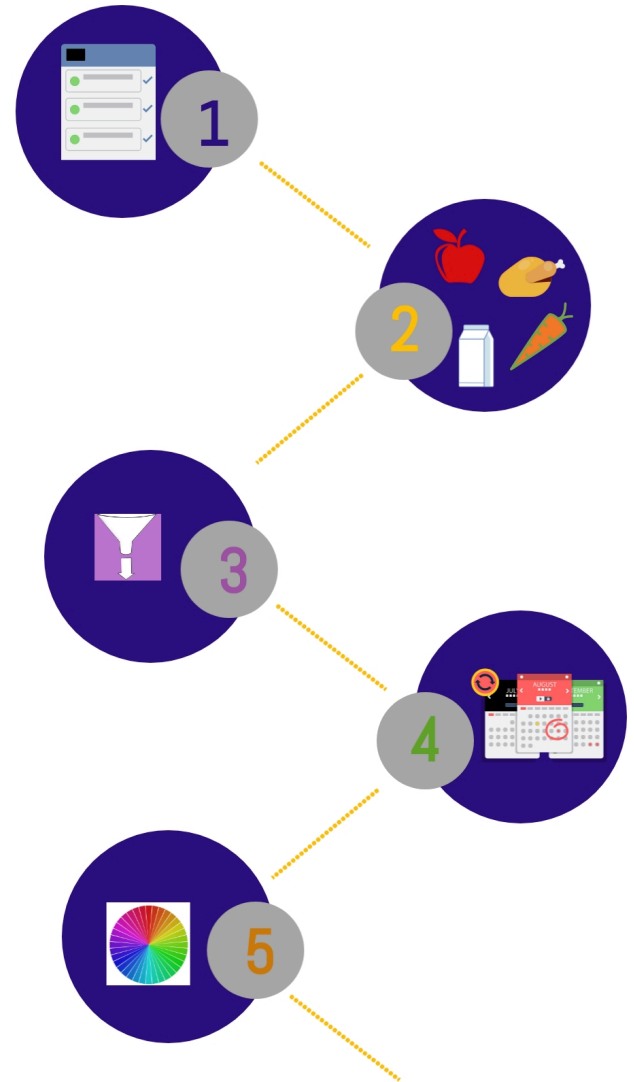
Review and edit your categories to **demonstrate the breadth of your expertise and drive calls to action**. Combine related themes into broader categories; then consider which categories should be blogged more heavily. Assign a color to each blog category.

4 DRILL DOWN TO PUBLICATION DATES

Create a calendar section on your document with the months across the top. In rows beneath each month, **add target blog publication dates to help maintain a regular cadence**. If you blog weekly, you'll typically have four rows for each month. Assign a different color to each blog category or theme, to make it easy to see their relative frequency.

5 ASSIGN A CATEGORY OR TOPIC TO EACH BLOG POST

Using the colors you associated with each category, **color-code the blog post blocks in the calendar section** and include a post title or topic, if you have one. When completed, each block specifies the category, publication date, and in some cases, the blog topic.



Jan	Feb	Mar	Apr	May	Jun	Jul
1/4/21 Industry News	2/3/21 Cleaning your devices	3/5/21 Health magazine 3rd party link	4/4/21 Annual Event	5/9/21 Echinacea	6/8/21 Cacao & chocolate	7/8/21 Kale chips
1/14/21 Anti-aging	2/13/21 Company	3/15/21 Roasted eggplant	4/19/21 Vitamin D	5/19/2021 Germ-free zone	6/18/21 Picnic recipe	7/18/21 Industry News
1/24/21 Supplement feature	2/23/2021 Industry News	3/25/21 Industry News	4/29/21 Alcohol wipes	5/29/21 Industry News	6/28/21 Company	7/28/21 Parabens

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