

SIMPLE BLOG CONTENT EDITORIAL CALENDAR

BEFORE
GETTING
STARTED



Everything you do should focus on warming an audience for something you might sell. So, a simple way to plan your monthly calendar is to look forward to your next tentative launch and work backwards.

This can be for your own offers, OR for promotions, partnerships, joint ventures, affiliate sales, etc. It could also be for a Facebook group launch, podcast launch, etc.

WEEKLY BLOG POSTS

- Create 5 pins. One to embed in the post, and 4 to use later for series
- Send an email for each new blog post
- Create a social post for your preferred platform(s) for each new post

PINTEREST PINNING

- Aim for 5 pin series per week
- Even better is 10 pin series per week - 2 at a time

ADDITIONAL WEEKLY SOCIAL POSTS

- structured like a social sales post
- shared to email + preferred social platform(s)
- CTA examples: waitlist, opt-in, message me
- Optional 3rd weekly post: an image that is a quote, related to blog post

WHEN LAUNCHING

- Launch schedule is Monday to Monday
- 8ish emails. 3 on the closing day
- email content gets repurposed/ re-swizzled for social

LAUNCH EXTRA CREDIT

- deadline timers, live videos
- low budget retargeting ad (advanced, not for beginner)
- direct outreach to members of your free Facebook group (advanced, not beginner, do NOT pitch. They just ask you for the sale)