

CALENDAR

HOW TO PLAN &
CREATE YOUR
ATTENTION-
GRABBING CONTENT
CALENDAR

Week 1

Monday

AM

1. Reserve blocks of time for planning your weekly/monthly content.
2. Take notice of time-wasting activities and use that time instead for content creation or planning.
3. Start a brainstorm list of topic ideas.

PM

Coach clients

Tuesday

AM

1. Reserve additional blocks of time each week to CREATE content.
2. Choose your favorite content format and prepare to create multiple elements during these time blocks:
 - blog posts
 - videos
 - infographics
 - interviews, etc.

PM

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Wednesday

AM

1. Choose one way to free up your time to create content:
 - Hire a VA
 - Hire a help desk
 - Hire a ghostwriter
 - Prioritize your business work first
2. Take notice of any negative self-talk you tell yourself and change it into a positive statement.
3. Re-examine your target market demographics.
 - Are there any changes?
 - Do they have different problems?

PM

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Thursday

AM

1. Conduct a social media audit on your own accounts or on a competitor's account.
2. Identify your "content buckets" and corresponding topics.
3. Determine publishing dates for:
 - Your blog
 - Each social platform
 - Your email list
4. Determine if you will outsource any content creation.
5. Research and take note of your SEO keywords, hashtags, and meta descriptions.
6. Craft some strong calls to action.

PM

Coach clients

Friday

AM

1. Review your week.
2. Catch up on finishing all tasks.
3. Schedule next week.

PM

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Week 2

Monday

AM

1. Reserve blocks of time for planning and creating your weekly/monthly content.
2. Research which social platforms your ideal client is using.
3. Compare other platform demographics to determine if it's worth your effort and time to add a new social platform to the mix.

PM

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Tuesday

AM

1. Brainstorm how you can repurpose your old content into a new format.
2. Research third-party social media scheduling platforms
 - [CoSchedule](#)
 - [Sprout Social](#)
 - [Hootsuite](#)
 - [Meet Edgar](#)
3. Determine how frequently you will post to your blog and to each social network.
4. Determine what time of day you will post.
 - Take note of your audience's online activity.
 - Remember the different time zones.

PM

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Wednesday

AM

1. Choose the type of calendar that will work best for YOU:
 - Paper/planner
 - Whiteboard
 - Digital options
2. How frequently will you plan and create your content?
3. How far in advance will you plan content?
 - Weekly
 - Monthly
 - Quarterly

PM

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Thursday

AM

1. Set your goals for content planning days.
 - What is the purpose for each piece of content you're creating?
2. Review the 80/20 rule.
3. Review the types of content you have or want to create:
 - Educational
 - Inspirational
 - Entertaining
 - Promotional
4. Color-code the different types of content on your calendar to create a good mix.

PM

Coach clients

Friday

AM

1. Review your week.
2. Catch up on finishing all tasks.
3. Schedule next week.

PM

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Week 3

Monday

AM

1. Reserve blocks of time for planning and creating your weekly/monthly content.
2. Decide on a pattern or schedule for posting.
 - Ex: inspirational posts on Mondays to start the week positively
3. Weave in promotional content in between other evergreen posts.

PM

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Tuesday

AM

1. Create a process for EACH type of content you create.
 - Develop templates for easy formatting.
 - Research different social media tools to make posting and engaging easier.
 - Ex: [Planoly](#) for Instagram
2. Keep your notes handy about times of day to post as well as hashtag lists & keywords.
3. Add hashtags and/or keywords to your templates.

PM

Coach clients

Wednesday

AM

1. Adapt this process for other content formats.
2. Document ALL your processes in your Standard Operating Procedures manual.
 - Create a SoP manual today if you don't have one already.

PM

Coach clients

Thursday

AM

1. Hire a VA to assist in documenting these processes and/or to put together your SoP.
2. Brainstorm some topic ideas for new content.
 - Do they fit within your content buckets?

PM

Coach clients

Friday

AM

1. Review your week.
2. Catch up on finishing all tasks.
3. Schedule next week.

PM

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Week 4

Monday

AM

1. Reserve blocks of time for planning and creating your weekly/monthly content.
2. Look around for inspiration to use in your content.
3. Take notes about what inspires you.

PM

Coach clients

Tuesday

AM

1. Shift around some post ideas to make room for your inspiring content.
2. Create an inspirational piece of content.
3. Brainstorm other content ideas.

PM

Coach clients

Wednesday

AM

1. Take your inspirational notes and create content.
2. Get that content scheduled.
3. Think of ways to repurpose your old content.

PM

Coach clients

Thursday

AM

1. Think of ways to curate content from others who inspire you.
2. Brainstorm a list of people who inspire you.

PM

Coach clients

Friday

AM

1. Review your week.
2. Catch up on finishing all tasks.
3. Schedule next week.
4. Declutter and update your office, hardware, equipment, etc.
5. UNPLUG FOR THE WEEKEND!

PM

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