



EDITORIAL CALENDAR *Workbook*

IDEAS WORKSHEET

CATEGORY 1:

CATEGORY 2:

CATEGORY 3:

CATEGORY 4:

CATEGORY 5:

CONTENT STRATEGY

1. Can you expand your topic into a series? If yes, then create a brief outline.
2. How many times a week will you feel comfortable posting?
3. List your most popular posts in the past 3 months. Make notes based on:
 - What kind of headlines are your audience responding to?
 - How is your content structured?
 - What topics do your audience enjoy the most?
 - What is the time and day of your peak traffic?

Now optimize your editorial calendar with this information. Create content that your readers are enjoying with the headlines that catches their attention. Post on days and times where your traffic is more engaged.

CALENDAR

| MON | TUE | WED | THUR | FRID | SAT | SUN |
|------------|------------|------------|-------------|-------------|------------|------------|
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