

Example Editorial Calendar - Author

Month	Industry Trends, Upcoming Projects	Theme/Series Name	Brainstorm Weekly Topics	Potential Guest Bloggers/Blog Hops	Offers or Calls to Action
1st Quarter					
June	<ul style="list-style-type: none"> - Planning Book tours - Upcoming Writer's retreats - Teachers on vacation soon (part time authors) - 	Planning Your Writing Summer: How to get the most out of the summer to come	Motivation Post: Why write	Local Author	
			Escape - Writer's Retreats	Travel Writer	Retreat Workshop
			Literary Festivals: Inspiration		
			Your Dream Project: Advice		Current Project
July	<ul style="list-style-type: none"> - Vacation - Writer's retreats - Travel Writing 	Write a Book this Summer: Practical Steps toward your dreams of publication	Choosing a Book Topic		
			Plan and Brainstorm		Worksheet
			Writing Habits	PWAC Members - hop	
			Writing on the Road	Travel Writer	
August	<ul style="list-style-type: none"> - Back to school - Move toward warm "cozy" spaces for writing, readings - Need to find groups for Winter writing workshops and training 	Keep Writing: How to keep up your momentum up as the days get shorter	Commit: Keep going!		
			Back-up: Find a support group	Member of Workshop	Writer's Workshop
			Finding Time to Write	Part-time author	App
			Back to School: Classes to take		Classes

How to Use this Template:

Step 1:

- Get to know your Ideal Client/Reader:
 - What problems are they looking online to solve? What kind of media do they consume online?
- Find other blogs that cater to the same readership (can be unrelated to your business, or direct competitors).
 - Follow blogs that you enjoy and can learn from.
 - DON'T COPY! Just read and learn about what kinds of posts are popular and relevant, and comment thoughtfully on posts - Engage in the conversation!

Step 2:

- Note any seasonal or time-sensitive Industry trends, Reader Concerns and Projects you are planning for the next 12 months on the Calendar.
 - Holidays
 - Events
 - Product Launches
 - Trips abroad
 - Planned expansion or investment in your business (new building, equipment)
 - Personal shifts or changes that will affect your business (moving, new baby, professional development)

Step 3:

- Brainstorm at least 15 themes or categories of information that your readers look for online - related to your expertise.
 - Star the most important and prevalent themes and group sub categories together

Step 4:

- Stand back and look at your brainstorm and calendar.
 - Which themes or categories just fall naturally along with one of your calendar notes?
 - Should 2 or more themes become a series? If so, when will they fit?
 - Relate themes to appropriate holidays and product launches - get your audience excited about new things before they show up!
 - Use PENCIL! Try your themes and categories in different orders and at different times in the calendar.

Step 5:

- Brainstorm **weekly topics** you could cover under each theme, **guest bloggers** or **blog hops** you could organize with other bloggers in your community, and think about specific **Calls to Action** you want your readers to follow for topics and themes.
 - These notes will be there for you when you sit down to write weekly. Sometimes, you change your mind about a topic, but it is ALWAYS good to have ideas ready.

Quarterly Bloggers' Editorial Calendar

Month	Industry Trends, Upcoming Projects	Theme/Series Name	Brainstorm Weekly Topics	Potential Guest Bloggers/Blog Hops	Offers or Calls to Action
1st Quarter					

Month	Industry Trends, Upcoming Projects	Theme/Series Name	Brainstorm Weekly Topics	Potential Guest Bloggers/Blog Hops	Offers or Calls to Action
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2nd Quarter

Month	Industry Trends, Upcoming Projects	Theme/Series Name	Brainstorm Weekly Topics	Potential Guest Bloggers/Blog Hops	Offers or Calls to Action
3rd Quarter					

Month	Industry Trends, Upcoming Projects	Theme/Series Name	Brainstorm Weekly Topics	Potential Guest Bloggers/Blog Hops	Offers or Calls to Action
4th Quarter					