

# ***PLANNING CONTENT FOR 2014***

***WORKSHEET***



# TO-DO LIST

- ☐ Channel your target audience
- ☐ Come up with a theme for each month
- ☐ Brainstorm story ideas for each theme
- ☐ Create an editorial calendar and designate one person to manage it
- ☐ Set realistic content goals:
  - Publishing frequency (daily, weekly, etc.)
  - Content formats (blog post, white paper, social media posts, etc)
- ☐ Assign story ideas to content formats
- ☐ Make time to produce your story ideas well in advance of publishing them

# ***MONTHLY THEMES***

Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

# MONTHLY WORKSHEET

Month:

	SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 1	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:
WEEK 2	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:
WEEK 3	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:
WEEK 4	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:
WEEK 5	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:	Title: Author: Channel:

Theme:  
Monthly Goals:

Events: