

A guide to creating your OWN EDITORIAL CALENDAR

(from Holly at www.abranchofholly.com)

STEP #1 - WHAT ARE YOUR CATEGORIES?

You've got to know exactly what your blog is about. First, you need to set out some categories - no more than six is a safe bet, but you don't have to have six. This means you can post content about certain categories on each day of the week. Also remember to think about any regular series you want to include, features and if there are any topics in particular you want to cover.

If you haven't already outlined categories for your blog, look through your old posts, or just start off by thinking about all the things you want to write about. Then you can pair them together under an 'umbrella' category. For instance, digital marketing, content writing, idea generation and eBook creation can all come under my umbrella category of 'blogging'.

These categories completely depend on two things: what your blog is all about and who it targets.

List your categories below:

e.g. Motivation, Blogging, Social Media, Career, Productivity

#1

#2

#3


#4

#5

#6

STEP #2 - KEEP YOUR IDEAS SAFE

I used to use a notebook with each category title at the top of a page. Now, I use Evernote. I've made a notebook called "Content Ideas" and within that notebook are notes with the title being each of my categories. Then within each note, I write down all my blog post ideas. The best thing about it is that I can access it



anywhere, on my phone, iPad and laptop. I'd really recommend it as an easy and productive way to keep on top of everything.

For now, try to come up with three ideas for each category. List them below.

CATEGORY ONE

IDEA 1:

IDEA 2:

IDEA 3:

CATEGORY TWO

IDEA 1:

IDEA 2:

IDEA 3:

CATEGORY THREE

IDEA 1:

IDEA 2:

IDEA 3:

CATEGORY FOUR

IDEA 1:

IDEA 2:

IDEA 3:

CATEGORY FIVE

IDEA 1:

IDEA 2:

IDEA 3:

CATEGORY SIX

IDEA 1:

IDEA 2:

IDEA 3:

STEP #3 - DECIDE HOW OFTEN YOU WANT TO PUBLISH CONTENT

You don't have to post content seven days a week. Hell, you don't even have to publish it five days a week. The key is to look at your schedule and see what you can fit in.

Plan out your average week and see how much time you've got available to work on your blog each day. Below, put the amount of time you have free:

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Saturday:

Sunday:

This will then give you an idea of how much content you can handle each week and therefore each month. Build it up over time. If you start off small, you'll be able to understand everything that's involved in your workload.

The days I'll publish content on are:

STEP #4 - PLAN AN OVERVIEW

Now you've decided how often you're posting content each week, you can focus on what categories you want to blog about and when.

Doing this really helps your audience to know what to expect. If you post recipes on Tuesdays and some people aren't interested in that, they'll know to skip reading your blog that day. But if they really look forward to your weekly round up on a Sunday, they'll be sure to tune in. It gets them much more familiar with what you and your blog are all about.

For me it works differently - I now post once a week, so it's a different category each week and then I rotate. When I posted three days a week it would look like this:

Week 1:

Motivation

Blogging

Social Media

Week 2:

Career

Productivity

Motivation

Week 3:

Blogging

Social Media

Career

See how each week is different?

Give each category a colour. Then in your editorial calendar, each day you publish content can be given a colour so you know what you're writing about when.

The colours for each of my categories are:

CATEGORY 1

COLOUR =

CATEGORY 2

COLOUR =

CATEGORY 3

COLOUR =

CATEGORY 4

COLOUR =



CATEGORY 5
COLOUR =

CATEGORY 6
COLOUR =

A BRANCH OF HOLLY

Holly Sutton is an Online Marketer and Freelance Writer, who specialises in social media, content and brand-building strategies in order to help you grow your online presence and get to where you want to be.

She also runs a blog called A Branch of Holly, in which she shares motivational content, her personal experiences and how to optimise your online presence to reach your goals.

Her main aim? To inspire you that you can get to where you want to be. All you need is a little help.



LET'S WORK TOGETHER

If you're looking for a freelance writer or social media manager, let's talk. Drop me an email at abranchofholly@gmail.com.



@ABRANCHOFHOLLY



@ABRANCHOFHOLLY

