

Planning Content for 2014

Worksheet

To-Do List

- Set your content goals.
- Designate one person to manage the editorial calendar.
- Develop a strategy to find your audience.
- Determine your publishing frequency (daily, weekly, etc.).
- Create themes for each month (or quarter) of the year.
- Brainstorm story ideas for each theme.
- Determine how you're going to produce those story ideas.
- Assign story ideas to content formats (blog post, white paper, etc.).

Monthly Themes

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

Month: January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	Jan 1 Title: Author: Channel:	2 Title: Author: Channel:	3 Title: Author: Channel:	4
5	6 Title: Author: Channel:	7 Title: Author: Channel:	8 Title: Author: Channel:	9 Title: Author: Channel:	10 Title: Author: Channel:	11
12	13 Title: Author: Channel:	14 Title: Author: Channel:	15 Title: Author: Channel:	16 Title: Author: Channel:	17 Title: Author: Channel:	18
19	20 Title: Author: Channel:	21 Title: Author: Channel:	22 Title: Author: Channel:	23 Title: Author: Channel:	24 Title: Author: Channel:	25
26	27 Title: Author: Channel:	28 Title: Author: Channel:	29 Title: Author: Channel:	30 Title: Author: Channel:	31 Title: Author: Channel:	Feb 1

Theme:

Monthly Goals:

Events: