



Top 10 Tips for Creating an Editorial Calendar

Why You Need an Editorial Calendar



If magazine editors waited for inspiration or free time, no magazine would ever get published.

So how do they churn out high quality content, month after month?

By using an editorial calendar. And top bloggers have learned this secret too.



What is an Editorial Calendar?



An editorial calendar is a plan for producing regular written or media content, at regular intervals (e.g. monthly) at a perfect pace.

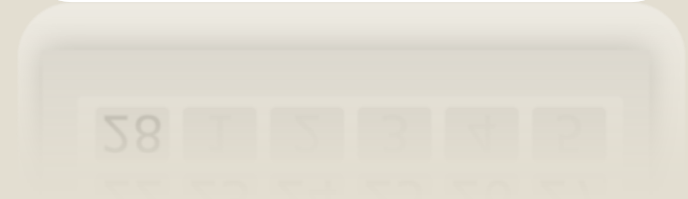
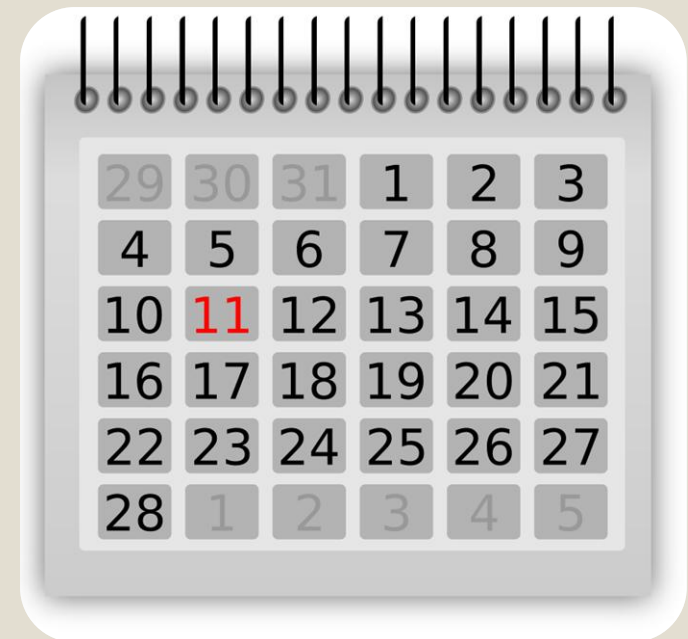
It leaves you with deadlines you can use as a roadmap. There will be no gaps in your postings and there's no chance for people to forget who you are or give up on your blog.



#1: Suit Your Learning Style



An editorial calendar is only useful if you use it. And if you set up a physical calendar that doesn't work with your natural learning style, you're more likely to forget to use it... or even, ultimately, abandon it.



#2: Annual and Monthly



Keeping an annual calendar allows you to plan ahead and schedule around events, seasonal topics, etc. A monthly calendar allows you to plan in more detail.



#3: Use Editorial Calendar Plugin



If you use WordPress, then the free WordPress Editorial Calendar plugin can be your best post-scheduling friend.

Editorial Calendar

The Editorial Calendar makes it possible to see all your posts and drag and drop them to manage your blog.

[Download Version 2.7](#)

[Description](#) [Installation](#) [FAQ](#) [Screenshots](#) [Changelog](#) [Stats](#) [Support](#) [Reviews](#) [Developers](#)

#4: Try Using Excel



If you are more comfortable using Microsoft Excel or you are a text-based learner, you may find Excel the best tool for creating your Editorial Calendar.

The screenshot shows an Excel spreadsheet with the following data:

Month	Title/Description	Status	Due Date	Publish Date	Type of Content	Producer/Designer	Editor	Target Audience	Distribution Channels
January	7 Technology Resolutions for the New Year	In Progress	Wed, Dec 19	Wed, Jan 2	Blog Post	Bob S.	Jenny L.	Considering customers	Blog
	Using Cloud Services with Your Mobile Device	Assigned	Wed, Dec 26	Wed, Jan 9	Blog Post	Stephen P.	Jenny L.	New customers	Blog
	Safely Cleaning Your Electronic Devices	On Hold	Mon, Dec 3	Mon, Jan 14	Video	Mike D.	Watson T.	General Audience	YouTube channel
	The Best and Worst of CES 2013	Pending	Wed, Jan 2	Wed, Jan 16	Blog Post	TBD	Jenny L.	Power Users	Blog
	Turn Your iPad into a Home Theater for Under \$20	Pending	Wed, Jan 9	Wed, Jan 23	Blog Post	TBD	Jenny L.	General Audience; Users with children	Blog
	The Death of the PC? Mobile and Tablet Growth in 2013	In Progress	Thu, Dec 21	Thu, Jan 24	Infographic	Martin S. @ Hello Design Inc.	Watson T.	General Audience	Offsite Placement
	How to Choose the Right Tablet	In Progress	Mon, Dec 10	Mon, Jan 28	Free Guide	Frank T.	Jenny L.	Past Customers	Article page with form
	The Top 11 Multimedia Apps	Pending	Wed, Jan 16	Wed, Jan 30	Blog Post	TBD	Jenny L.	Power Users; Under 30	Blog

#5: Use Color Coding



If you are a visual or kinesthetic learner, try color coding the different cycles – then highlighting scheduled posts according to each cycle color.

Mar	"Six Ways to Win" St Patrick's Day	PL HOL	- Winning Mindset - Legend of St. P - Leprechaun post - Famous Pats
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#6: Calls to Action

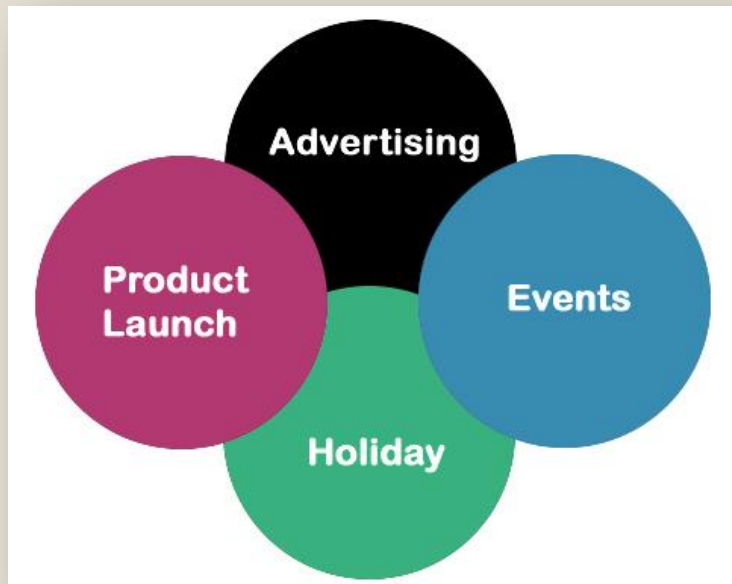


Write down the call to action (CTA) for each item on your editorial calendar.

Not only will this ensure you remember to include it in your blog post, but you will be able to more objectively judge the level of engagement your post is likely to create.

	POST TITLE	CTA
APRIL 23	"Thinking Like a Winner"	Download Tip Sheet

#7: Think in Cycles



No matter what your learning style, one of the biggest mistakes you can make is to think in a linear fashion.

Your blog will feel fuller, richer, more organized and more enjoyable to your readers if you learn to schedule your blog in multiple cycles.

#8: Formalize It



TO BE EDITED??? OR #5

#10: Consider Publishing It



Consider publishing your editorial calendar. Not only will it inspire you to meet your own deadline, but you may attract quality submissions as well.

