HOW TO CREATE AN EDITORIAL CALENDAR "FOR YOU!"

WELCOME

An overview of how to maximize your success with this online training.

Welcome!

First, please congratulate yourself for wanting to implement an editorial calendar as one of your tools for online success. This particular training is designed for people who want to improve their focus ~ make the best use of their time ~ maximize their business growth and profits.   Using an editorial calendar contributes to each of these goals.

Here is how this training works. Simply complete each session as guided by me as your trainer. At the end of each session, sometimes you will have an assignment that you may send to me for evaluation before continuing or you may just continue on to the next session.without an assignment.

The following outlines the sessions offered to you through this Online Training package. Much of the success of your editorial calendar is in the planning of it. Each of the 5 steps included in your training plays a crucial role in the success of your finalized editorial calendar. Give each step during your training equal importance ... even if you think some are obvious!

Here are the six modules which include your five steps:

1. **What Is An Editorial Calendar "FOR YOU":** A definition of just what it is you are about to create for your business and an overview of the five steps you will take.

2. **Step #1: What To Use For Your Calendar Platform:**   Options for what to use for the platform of your calendar.

3. **Step #2: Choosing Your Time Frame For Your Editorial Calendar**: The length of time your calendar covers can be dependent upon the purpose of your calendar.

4. **Step #3: Setting Up The Basics Of Your Calendar:** It's important to know upfront what all your options might be for your online messaging and posting within the defined timeframe.

5. **Step #4: Defining & Assigning Your Communications To Your Resources:** The concept of having an assigned theme for a week or any defined range of time to allow all your online messaging to work together. And how to create an effective distribution of your chosen theme across all your online resources - where, when & why.

6. **Step #5: Assigning Your Communications To Your Calendar:** All the planning in the world is useless unless their is time to implement the plan. This module is where your editorial calendar "gets real."

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Ready to get started?   Simply go to your next module!

Do not hesitate to ask questions at the end of each session. If you have one now, prior to beginning of your training, please send me an email: margieh@todaysway.net. Thank you!

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MODULE #1
WHAT IS AN EDITORIAL CALENDAR "FOR YOU"
Basic Definition Of An Editorial Calendar and The Associated Benefits.

An editorial calendar is simply a calendar (in any form, shape, layout, or color you desire) on which you place your planned online communications for at least a week in advance. An editorial calendar keeps your online communications on track with a unified message and purpose.

An editorial calendar "FOR YOU" is a calendar outlined and shaped per "your" communication options and needs. Nothing more, nothing less!   It is created according to your targeted communications and your schedule. It supports flexibility.

For me personally, it's a calendar that enables me to implement with ease and efficiency a week's worth of online content derived from just "one" thought. It assists with my assignment of content to resources and it assists in the efficient delivery of that content, i.e. the actual placement of content online!

An editorial calendar has many benefits with the top three benefits being that they:

1. Keep you focused.
2. Assist in quality time management.
3. Maximize your business growth and profit.

Some additional "soft" benefits include:

- **All communication options are included. All the online resource you "might" want to use are listed in front of you.** This is a benefit because the first time I made my own editorial calendar I was sure I had thought of all my online communication options, and sure enough ... as I put together all my detail I had overlooked just not any old resource, but a *"major"* online communications resource. It happens! You can forget

the obvious!

- **More creative and strategic communications are created.**
  Seeing "all" of your resources in a list can prompt creative ideas you wouldn't have otherwise thought of. You also find yourself maximizing the use of all your resources and allocating their participation so that they not only contribute on their own, but work as a group to create a larger "whole" for your online communications success.

- **TIME! Yes, you will find you have more time for other areas of your business or for life in general.**
  Even though it is one more task to do, using an editorial calendar will save you time, I can 99% guarantee it. . Even though I am experienced and well trained in what I do online and am never lost for what to say or how to say it, I do run lots of things through my head constantly. Putting my online postings down on the editorial calendar removed all "that" thinking from my head. The most amazing thing was that I never realized the energy that was consumed until I stopped using my mind while posting! It was great to be more open for all the other tasks I have in my day. No more can you say that social networking takes too much time. If you do continue to say so, it's on you!

Continue to your next session, Step #1 for creating your editorial calendar.

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MODULE #2
Step No. 1 - What To Use For Your Calendar Platform
Options for creating your editorial calendar platform.

The choices for an editorial calendar platform are many. If you "google" editorial calendars you will receive a huge choice of editorial calendar templates with all sorts of ways to align your communications. Some may be useful to you depending on how many people participate in creating your online communications and the extent of the timeframe you want to include in your initial editorial calendar.

This training helps you determine what you will place on your calendar, the most important component of an editorial calendar. You will learn how to create your own weekly "working session" for what goes on your calendars. For the purposes of this training we use the most basic platform there is for creating your calendar .. a simple blank WORD document. It is totally adequate for any small business to use and more importantly, it will keep your training focused on your "content for the calendar" vs the calendar itself.

Once you have confidence in choosing content, placing content, and assigning timeslots for your content distribution , you will know what you need to look for when choosing a platform of choice. You might just choose to stay with WORD. I use WORD. The flexibility and simplicity can't be beat in my mind. Some of the platforms

out there are just one more resource to learn how to use. You must decide what is best for you.

ASSIGNMENT:

Before going to the next module, Google "editorial calendars" and explore some of the options.   It may give you appreciation for just using WORD. Send me any questions you may have: margieh@todaysway.net

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MODULE #3
Step No. 2 - Choosing Your Time Frame For Your Editorial Calendar
How to choose the time frame for your editorial calendar.

The time frames chosen for your editorial calendar is important. for two reasons:

1. **You decide the time frame based upon your "purpose."**   Let me explain:
   If your purpose is to map out your communications strategy for each quarter of the year, you may choose to set up your editorial calendar on a monthly basis. This would accomplish:
   - a more global assignment of your messaging per resource.
   - a better visual of the time needed to cover the pieces of your message.
   - a better view of how to make the individual resources work together as a team.
   - a point of reference for making sure your daily& weekly activity stays on track.

   Actually *implementing* your strategies is usually accomplished best in a weekly plan or "maybe" two weeks, three weeks max, might be an option…
   Again, it all becomes apparent once you understand what you are creating and why.

2. **You decide the time frame based upon when you can consistently assign content.**
   For example, if you have a weekly calendar, what window of time can you give yourself so that you will consistently be able to maintain a weekly assignment of content to your editorial calendar? If you are a group of people, when can you meet weekly and allocate your individual assignments?

   My personal window of time that I have given myself is between Friday noon and Monday noon. I am committed to finding an hour of time weekly within this window to define my weekly online communications. For this reason my week begins on a Monday and ends on Sunday.

   You might determine that Tuesday is your best beginning of the week. There are no rules OTHER than what works for you as the creator of the messaging.

For the purposes of this training, we will be using a weekly editorial calendar.

Continue on to the next session, If you have questions, hang on to them until after the next two sessions. Answers may become apparent as you learn more.

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MODULE NO. 4
Step No. 3 - Setting Up The Basics Of Your Calendar
Setting Up A WORD document for your editorial calendar platform - The Basics

At this point, you have your WORD doc and you have your time frame you want to work within and your purpose for doing so.

Now your "working session" gets put into action.   The first step is to know all the tools that you will or may need.   You want to have them handy so you can conveniently make good use of them when you need them!

What are your tools? Your tools for your editorial calendar are all the resources you will or simply may want to use either on a regular basis or only once in a while.

1. **Open your WORD doc and name it per step 2***.*

2. **Type the name at the top. Week's Plan, Jan 03 - 09, 2021**

3. **List ALL of your possible online resources "vertically" at the top.** Next to each resource that you will use consistently, type the ideal number of times per week *(or chosen time frame of calendar*) you want to use that resource on an ongoing basis.

   Example:
   Week's Plan, Jan 03 - 09, 2021
   Blog – 3/ week
   Subscribers to email list – 1/week
   Webinar – 1/week
   LinkedIn Published Article – 1/week
   Press Release - flexible
   Event Promo - flexible
   Video - flexible
   Livestream - flexible
   Text Graphics/ Photo Images - flexible

   Social Media Sites For Daily Use: 1/day
     -Facebook Biz
     - Facebook Personal
     - Facebook Private Group

- Instagram
-LinkedIn
-LinkedIn Company Page
-LinkedIn Showcase Page - Communication Strategies
-Twitter Business

Social Media Sites For Optional Use:
 - Pinterest

4. In the above example, again, take note that "every" resource that stands a chance of being used is listed. It is listed as a convenient point of reference each time you create a new calendar. The resources that will be used consistently on an ongoing basis have the minimum number of times to be used per time frame of the calendar next to them.

Your assignment for this module is to make a WORD doc with a list of your possible online resources you would ever use as of today. Next to each resource that you will use on an ongoing consistent basis, write the number of times you will use this resource within your calendar's time frame.   Send me a copy via email. margieh@todaysway.net

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MODULE NO. 5
Step No. 4 - Defining & Assigning Your Communications To Your Resources
Defining & assigning your messaging to your online resources.

This module walks you through how to turn one idea into a week's worth of content across multiple types of online resources.

Note: This module includes a 30 minute phone consultation upon request and there is an audio for you specifically on this module accessed by clicking on this link:
http://www.high-simplicity.com/todaysway/editorialcalendar.mp3

Creating the content for your editorial calendar requires several steps and it all happens in a "working session."

1. **Define your broad topic headline for the calendar time frame.**
    Example, (Your Business - Charter & Sell Boats & Give Sailing Lessons)
    Your topic: The Fun Of Sailing

2. **Break your broad topic into targeted specific points of interest.**
    - Why sailing is more fun than going out in a power boat.
    - The social side of sailng
    - Connecting with nature .
    - Team Sport

3. **Assign / Match your sub-header topics to a chosen resource and the number of times you want to use each resource for this one calendar. Also include if you will use an image/ video/ etc with or for your post.**

4. **Assign a purpose per resource for the assigned messaging. Your purpose will be the stage of the buyer that you are targeting with your post, i.e. attract, connect, engage, convert.**

Let's walk through 3 & 4 again and if you have not yet listened to the following audio, do so now.

Using your Consistent / Ongoing Resources - Blend the above steps 3 and 4 into one entry on your calendar

BLOG - 3 POSTS PER WEEK

Blog Post #1 – Sailing vs. Power Boating
PURPOSE: Connect readers to the fun of "being an active doer" vs just riding along:

Blog Post #2 – Social Fun Of Sailing
PURPOSE: Connect readers to fun of sailing clubs, dates, crewing, dock parties, etc (photos or video)

Blog Post #3 – Connecting with Nature
PURPOSE: Connect readers to morning coffee on the deck, solo sailing, sunsets, etc. (photo)

ONE COMMUNICATION PER WEEK ON EACH

Subscribers to email list – Sailing is a Team Sport
PURPOSE: Attract: Sailing is a good off-site team buiding experience for the office.

Linkedin Published Post - Sailing is a Team Sport
PURPOSE: Attract: Sailing is a good off-site team buiding experience for the office.

Weekly Teleseminar - Sailing is a Team Sport
PURPOSE: Attract: Sailing is a good off-site team buiding experience for the office.

SOCIAL MEDIA POSTINGS - 1 PER DAY PER RESOURCE - SAME MESSAGE TWEAKED PER AUDIENCE

USING Facebook, B&P ~ LinkedIn ~ Twitter, B&P

Posting #1 - Share a fun sailing moment, wind in face while jibing **PURPOSE**: Connect - (video? Photo?)

Posting #2 - Morning hot coffee on your boat **.PURPOSE**: Attract - (photo? with text)

Posting #3 - List fun of being in a saling club **PURPOSE**: Convert - Include link to sailing club

Posting #4 - Share an experience of crewing on a boat **PURPOSE**: Engage & Convert - Photo, Video, w/ link

Posting #5 - Date night! Romance of sailing **PURPOSE:** Attract single males / newlyweds / (photo)

Posting #6 - The joy of sailing **PURPOSE:** Engage & Convert. Share a great photo with added text and link

Posting #7 - Own Your Own Boat **PURPOSE:** engage & convert Viideo with how to buy link to sales website

Again ... listen to the audio to gain clarity on this module.
Also, upon request this module includes a 30 minute coaching telephone call. Email me to schedule: margieh@todaysway.net

Your assignment for this module is to choose a topic and map the above four steps into a one week calendar. *Submit it via email to me, margieh@todaysway.net. Move on to step 5 if you are comfortable or wait for a reply to you submitted calendar.*

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MODULE NO. 6
Step No. 5 - Assigning Your Communications To Your Calendar
Taking all that you produced in Step No. 4 and placing on your one week calendar.

Your work is just about done!   What's left is to pull out your calendar and based upon your "other" activity and time commitments for the week, assign days for accomplishing your online communications requirements layed out in module #4 and #5.

Make a vertical list of the days of the week on a new blank WORD doc.
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

Lets look at the Bog postings. In our example we have 3 blogs posts to write and publish.   What days work within your schedule to get the blog posts written and

published. Place those according. You may want to assign your social media postings to align topic wise with your blog posts if applicable.

Monday - Blog #1 - Social media posting #1

Tuesday -   Social media posting #4

Wednesday - Blog #3 , Social media posting #3

Thursday - Subscribers to email list ,   LI Published Article , Social media posting #2

And so on ...

Upon completing your list you are set for the week! Each morning pull out your sheet and see what you have to do for the day and simply "do it!" All the thinking has been done previously within your "working session" where you gave it the time & focus needed to make your online content "work" for you!

It is up to you how much you prepare ahead of time. Some users write out their entire postings so ALL is done upfront. Others, like myself, just like having the strategy. topic & purpose pre-assigned and the flexibility to create the details of the message at the time of posting. Which ever makes you more comfortable and has you "doing" it is fine!

Put this into practice and I promise you, that first week you will discover the extra TIME you will have mentally for your other business tasks or personal fun!

Still got quetions?   Don't hesitate to submit below or email them to me at margieh@todaysway.net

Thank you for spending time with me.
Enjoy!
margie