PLAN AND CREATE

YOUR ULTIMATE
CONTENT CALENDAR

TEXTBOOK

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Table of Contents

Introduction **3**
Break Through the Top Roadblock to Create Consistent Content 4
Content Calendar Must-Haves 6
Must-Have 1: Content Buckets & Topics 7
Must-Have 2: Publish Dates 7
Must-Have 3: Author Name 8
Must-Have 4: SEO Keywords & Meta Description 8
Must-Have 5: Call to Action 8
'Be Everywhere" 8
Pick the Perfect Time 10
Insider Tips and Tricks 12
The Perfect Balance 14
Tip 1 Set Your Goals on Planning Days 14
Tip 2 Balance Content Types 14
Tip 3 Rotate Types of Content 15
Tip 4 Weave in Your Promotional Material 16
Best-Kept Secrets of the Pros 16
Start with a Template 16
Create Your Post 17
Schedule Your Post 17
Adapting to Other Platforms 18
Create a Standard Operating Procedure 18
Keep Your Content on Track 19

Introduction

Do you struggle with knowing what you should share with your audience or even just finding time in your day or week to create content? Here are some tips for making content easier to create as well as how to create a content calendar that works for you.

Do you know what your audience wants from you in terms of content and how to know when to post your content online for maximum effect and engagement?

If you have an online presence, you need content. You will always need content. Written, audio, video, it doesn't matter what format of content you produce, you need something that your audience will find valuable and that the search engines will find authoritative to increase your search rankings.

However, many business owners – especially solopreneurs – find creating their own content challenging, because they think they don't have enough time to undertake that task in addition to marketing, caring for clients, and selling their products.

The solution lies in the processes and systems you have developed. You can find the time to create the content if you have a proper content calendar scheduled and ready to go. Even the most prolific writers have trouble sitting down to a blank computer screen, with no plan or ideas in mind. Scheduling time to create a monthly content calendar is vital to your content creation success, so this task should rank high on your priority list.

By making time to create a content calendar, you're allowing yourself to work ahead of schedule. It's a fabulous feeling to know you've got 3-4 weeks of content scheduled and you don't have to write blog posts over the weekend! A content calendar not only keeps you organized, but it allows for you to have days off and weeks without worrying that your audience is going to forget about you.

Of course, those 3-4 weeks go by fast, so creating a daily content creation schedule is key to staying ahead of that proverbial 8 ball.

Do you cringe at the idea of creating content every day? Time management practices use blocks of time to focus on a single task. In the case of content creation, block out 3 hours or whatever amount you can spare and get to work writing blog posts, social posts, emails, or record a bunch of videos in that time frame. Turn off your notifications, put your cell phone in another room, and shut down any non-essential browser windows and focus solely on content creation.

No more excuses about not knowing what to write or talk about during those time blocks. Set aside that time, grab your content calendar, and get to work. It really can be that simple.

Break Through the Top Roadblock to Create Consistent Content

Our minds keep us stuck in patterns that don't yield the results we want. It may be scary to make changes or it's all too easy to stay in our comfort zone, even if we know it's not serving us anymore. One important step to making changes is recognizing the need for change, understanding what behavior isn't working, and then making small changes until we have a brand-new habit.

For instance, you may recognize that you need content and understand the benefits of producing content regularly, but you remain swamped in the backend of running your business with email, answering calls, performing customer service, etc.

You can proceed in different ways:

- Hire a VA to perform those administrative tasks.
- Hire a help desk to answer customer service issues.
- Hire a ghostwriter or content creator to create the content for you.
- Put your content creation first on your to do list every day.

Virtual Assistants may charge per the hour or may have an administrative package. If you purchase the smallest package available, you'll find freedom and extra time when you delegate tasks. Help desks also have various

levels of service packages available, but that service will depend on how many products you have and how many times a week or month your customers have questions.

A ghostwriter or content creator can create your content for you with your assistance. You'll still need a content calendar for them to use along with article titles and themes. Also provide any keywords and/or affiliate products you want incorporated into the articles.

Putting your business needs first on the to-do list is also very doable, even if you think you don't have enough time in the day to create content. Start your day 30 minutes earlier. Use a voice recorder to take notes while getting ready. If you dictate an entire article, have it transcribed so all you have to do is edit it and post it on your site.

You have the same 24 hours in any given day but how you use those hours make all the difference. How much time do you spend on your phone scrolling aimlessly or watching television?

Do you find yourself going down rabbit holes on social media when you only meant to visit for 15 minutes? Do you lose time doing backend administrative work instead of working on your content?

If you cut down that wasted time – or delegate those admin tasks – you'd have more time to create content.

The same goes for all that negative self-talk we tell ourselves. "I write too slow so I hate writing blog posts." Or "I'm not a natural-born speaker therefore I shouldn't do videos." If you take some time to rephrase all that negative self-talk into positive self-talk, you will reverse those trends and you may even find a new content medium that's easy for you to produce. Imagine that!

One of the biggest roadblocks to creating consistent content is not knowing what, where or when/how often to post. A content calendar helps remove the guesswork and that, "OMG what do I post next?" feeling.

Before you get hung up on what your calendar should look like or finding that perfect software or app to make it look pretty, brainstorm some ideas first. There's no editing this list, just start a brain dump of who you're

creating content for, what type of content (format) you want to create, topic ideas or promotional ideas, etc.

Start one page at a time, either in a notebook, app, or voice recorder. Whatever format works best for you is what you should use for this brainstorming session.

Once you've gotten all your ideas out of your head, look at the who page. Who is your target audience? What are their pain points? What do they need from you to make life better or easier? Revisit those demographics and make any necessary adjustments.

Keep organizing each of those other pages on your brainstorm list. When it comes to formats and titles, you may discover that some topics lend themselves to video better than to writing and that's fine. You'll have people in your tribe who prefer one form of content over another, so creating multiple content formats will win more people over.

Keep your list of topics handy but don't feel locked into that list. In this next step we're exploring what kind of content your followers want from you, so formats and topics may change based upon your research. This list is simply a starting point.

Content Calendar Must-Haves

You can create all types of content, but unless you know what your audience wants, it will fall on deaf ears, or blind eyes, with no engagement. Your audience is looking for answers and advice that is relevant to their problems. Provide an answer to their problem and you'll have a new customer/client for life.

Winging it is not an option at this step. You need to do research to get answers about their problems and what they want or need.

Begin with a social media audit. Look at the past 6+ months of posts or other content and see what has had the highest engagement. Engagement includes likes, shares, or comments. Make a note of both the format and the topic. Arrange this info into a spreadsheet so it's obvious which format and which topics are most popular.

If you think social media is a necessary evil and you don't make it a priority, you won't have six-month's worth of posts to look at. You may discover that you have no engagement whatsoever from your profiles. This doesn't mean you can't complete this audit.

Instead, look at a competitor's social media sites and note what types of content and topics have worked well for others in your niche. You're not stealing trade secrets; you're simply observing what topics and formats have worked well on a public platform.

Don't just guess at this! Figure out what your people want and then deliver.

Must-Have 1: Content Buckets & Topics

Based on what you discover in your social media research, choose 3-5 "content buckets" for your social media and content channels. A content bucket is simply a group of similar topics that relate back to your main specialty. For example, a health coach's content buckets might include "recipes," "body positivity," "client transformations and testimonials" and "fitness tips."

What subtopics fit within your general specialty? Most likely, a business coach wouldn't have "movie reviews" as part of their bucket because that has nothing to do with their business profile or branding image. Even if they like movies or work with those in the film industry, that topic should stick to their personal profile.

Now, put those content buckets into a spreadsheet or mind map and start adding those brainstorming topics into the correct categories. Not every topic may fit into a bucket. It's perfectly alright to delete those topics! You want to promote your expertise and build credibility so make sure all your buckets are on point with your main message.

Must-Have 2: Publish Dates

How frequently will you publish to your blog? To each social media platform? To your email list? Knowing which days of the week you'll have new content

published takes away the guesswork for you and your team and allows you to put in processes to get that copy produced well in advance of the deadline.

Must-Have 3: Author Name

While this seems obvious, if you have a team or plan to hire a ghostwriter to complete this content, you'll know just by looking at the content calendar who is responsible for meeting that deadline.

Must-Have 4: SEO Keywords & Meta Description

If you're spending time creating high quality content, you want people to see it. So, optimize each blog post and video with pertinent keywords and meta description. The meta description is the short summary of your content found in the search engines. Be accurate with your description but also use compelling text so the reader can't help but click on the link to your content.

Must-Have 5: Call to Action

A call to action serves as the reader's next steps. Tell your audience what they should do next. More often than not, this call to action leads to an offer, either a freebie to grow your list or a paid offer. No matter if the offer is one of your products or an affiliate product, add this information to the content calendar for easy reference. Add your affiliate link as well so you don't have to go searching when the time comes to create the content.

'Be Everywhere"

Social media is a very fluid medium. People come and go. They follow and

unfollow at quick rates and relationships are lost when there's no back-and-forth engagement. You may notice over time that your target market

changes a bit, too. Maybe they have different problems. Maybe they have additional pain points that need addressing. Just like real life, things always change, and you need to recognize those changes and be willing to adapt to them.

If you have a good thing going on one a particular platform, do careful market research into where your ideal clients are hanging out online. If your target market is 20-somethings, chances are you won't find them on Facebook. If you target the over 40 crowd, you may find them split between Facebook and Pinterest. Add in the male versus female demographic, and your social media results may differ even more.

If your research results match where you're already marketing – awesome! If not, think about reconsidering where you're showing up. Analyze each of the platforms and look at the demographics for each to prioritize which platforms will yield the biggest benefits.

Keep things easy, so don't feel pressure to have a presence on every single platform. Likewise, don't feel pressured to jump into all of the platforms all at once. That's a formula for overwhelm.

Instead, choose one main content hub as your primary focus. This is your favorite place to show up and engaging here comes naturally to you. Post your content here and then redistribute the same content across the other platforms. If you're not familiar with the idea of redistributing content to post to one platform first, let's say Instagram, then copy and paste the same content onto your Facebook business page.

An example of repurposing content is to write a blog post on your site, then create a live video on Facebook or Instagram about the same topic. Videos can also be uploaded first to YouTube, then uploaded again to Facebook. You're using the same content in different formats to reach more members of your audience across all the platforms.

Content is not limited to what you post on social media. Content includes anything from YouTube videos to podcast episodes. Your emails to your list are content as are infographics and blog posts. Do you see all your content possibilities now, especially when we talk about repurposing content?

You can also stay organized and maintain your presence on multiple social platforms by using a third-party scheduler, such as Hootsuite, Buffer, Sprout Social, or Meet Edgar. All schedulers have different pay plans with different features, but the most basic packages will allow you to manage a certain number of profiles and schedule different posts across all your profiles.

If you use the time blocking method along with your completed content calendar, you can easily schedule two weeks' worth of posts in no time. Most of these scheduling platforms have easy-to-read calendar grids so you can easily see which platforms are scheduled and at what times. Once you get into the habit of making time to schedule content, you'll get quicker, the ideas will come faster, and you'll be working months in advance.

Pick the Perfect Time

You're off to a great start by having your content buckets and some topics added to your content calendar. Now you need to decide when and how often you'll post. Let's start out with the "how often" question by deferring to some social media research.

Even though there's a lot of conflicting advice out there, some experts suggest posting at least once a day to stay top of mind, while others suggest lower frequency, but high-quality content is best.

Begin with these findings about how often to post on each platform for maximum visibility:

- Facebook pages: 1-2 per day
- Twitter: 3-10 times per day
- Instagram: 1-3 times per day
- Instagram Stories: 2-5 times per day
- Pinterest: 3-20 times per day
- LinkedIn: 1-2 times per week

Of course, when you pay more attention to your own social media results, you'll soon realize whether you should tweak these frequency numbers.

Always be willing to test and tweak for best results. For now, this schedule is a great place to start.

Why do so many platforms recommend posting multiple times a day? Quite simply, it's a way to stay "top of mind" with your customers and prospects. If you're not consistent with your posts, your people will forget about you. Your loyal followers may follow up to find out if something happened to you but if you stop posting, your people will forget about your business and you'll have to earn their trust all over again.

However, don't sacrifice quantity over quality! Your people are searching for answers, so give them answers. Now is not the time to rant about politics or talk about other unrelated topics. Stick to your expertise, create content based on your bucket topics, and answer their questions promptly.

What time to schedule your posts? Again, there's a lot of conflicting information on this topic but the answer really boils down to your target market and some experimentation.

You know your market, so make your best educated guess about what time(s) will get the most engagement. For instance, working moms will likely have more social media time in the evenings after the kids are in bed. Parents who work from home likely will see your posts during school hours because who doesn't check social media multiple times during work breaks?

You'll receive the most engagement on posts that are published when your target market is online. Use your best deduction skills, and then take notes of how much engagement you receive. If you're hearing crickets, tweak your schedule and try again. The beauty is that none of this is written in stone so tweak away.

Choose one social platform as your main hub. When you're ready to branch out to another platform, be methodical about it and also choose one new platform at a time. What sense is there to learn multiple new platforms all at the same time? Again, these are prime overwhelm conditions.

Choose the following for each platform before moving on:

- What days of the week you're going to post
- Where you're going to post on those days
- What time you're going to post

Insider Tips and Tricks

Organization must be one of your top priorities if you want to thrive over the long term. Among the techniques you'll need to foster is creating a content calendar you'll use and keeping it up to date. Slack off on creating content and your audience may go elsewhere to obtain the information they need.

You've already started the bare bones of your calendar with your brainstorming notes and deciding which days/times to post. Now choose your calendar format so you can put that information on there and get to work creating. Nothing is set in stone when it comes to creating your content, so you'll need a calendar that can be easily changed and rearranged if you want to move certain posts around.

Your content calendar will become a part of your daily business life, so feel free to take some time when deciding which tool is right for you. For some people, nothing can beat a traditional paper calendar with sticky notes which can be moved around. Your work will be largely digital, so having an analog calendar might be a refreshing alternative. If you don't like the sticky note idea, choose a calendar that's large enough to jot down the specifics of your content.

Another popular option is whiteboards. Setting up your whiteboard at the beginning of the month gives you a convenient spot for writing down content notes. Viewing your calendar by simply turning your head lets you avoid excessive clicks or switching to other tabs frequently. Furthermore, whiteboards offer a spot for a bit of color and creativity, adding some fun to your office.

If you loathe those "old school" calendar ideas, stick with a spreadsheet. Microsoft's Excel has traditionally been the most popular and although Excel

isn't specifically designed for calendars, its flexibility makes it a valuable tool worth considering. Another popular alternative is Google Docs spreadsheets, which are especially useful if you'll be doing collaborative work with a team or even just one writer.

Simple digital tools are great for solo work, but those working in teams might want to consider options with more advanced features. Asana, for example, combines several collaborative tools into a single package, which

can help ensure everyone is on the same page at all times. Trello has found an audience as well and their card format makes it easy to add as much detail as you like while still keeping your thoughts organized.

You might consider CoSchedule, a marketing-focused service that offers an editorial calendar tool for your business. Even if you don't need all the other marketing bells and whistles, you can start off with their editorial calendar, which organizes your blog content and social media content, for a nominal monthly fee.

The internet is filled with testimonials for particular tools that promise improved productivity and organization. However, tools that work for some people might not be appropriate for you, and part of thriving is devising techniques that work with how your brain works best.

If you've never worked with a content calendar before, try a few versions and try scheduling out only one or two weeks, just to get a feel for the tool. You'll soon discover what you like and dislike about each tool and which one you want to keep for the long haul. Don't be afraid to change your mind and try out new ideas. Running two content calendars simultaneously might even be a wise idea to find out which is ideal for you and your workflow.

How frequently will you put aside time for planning your content. For some people, setting aside one day each week is perfect while others prefer to take one day a month to plan out the following month's content. While you're setting aside planning time, also schedule actual content creation days. If you can't spare an entire day, schedule multiple smaller blocks of time during the week.

Note that you'll probably update and change your content calendar regularly, perhaps multiple times per day. However, these planning sessions are essential for reassessing your needs and determining the best course of action for scheduling your posts and other content. Try to set a goal for planning ahead as much as possible. How far in advance you want to plan content – weekly? Monthly? Quarterly? The only wrong answer here is to not plan your content going forward.

The Perfect Balance

Perhaps the greatest advantage of fostering your content calendar is

ensuring you have the right balance of selling and serving in your content. Furthermore, by creating a balance of various types of postings, you'll be able to set the right mood and create a professional impression on visitors to your online resources.

Here are some keys to consider during your content calendar planning.

Tip 1 Set Your Goals on Planning Days

Planning days may feel a bit like busy work on occasion, but they're essential for making the most of your time. Keep your business goals at the front of your mind when deciding which type of content you'll be working on in the forthcoming days.

By spending your time focusing on business decisions, you'll free yourself to focus on creating the best content possible during the rest of your working time. A common mistake made is adding promotional material in a random manner, where it can feel like a bit of an afterthought. A more dedicated approach will lead to more seamless content and better results.

Many successful marketers follow the 80/20 rule, which means share your free content 80 percent of the time while the other 20 percent is reserved for sales pitches and offers. Some other experts believe that making an offer daily is valid and you should not stay away from emailing your list more frequently or sharing with your following about what you do.

Tip 2 Balance Content Types

Creating your content is about finding the right balance between different types of content. For example, entertaining content is great for drawing attention, while educational content helps establish you as an authority and demonstrates your desire to help out your readers. Similarly, inspirational content can help spur action, while promotional materials are critical for

landing sales. By planning ahead of time, you'll be able to strike the right balance of your content types, making your outlets refreshing and varied.

Develop a system for labeling your content types using your scheduling tool. If possible, consider using different colors so you can visually note your variety. Even if you write a dozen inspirational posts in one sitting, having a labeling or color-coding system will help you place all these inspirational posts among your educational and promotional posts.

It's also wise to denote evergreen content from time sensitive topics. Evergreen topics can be republished and still be relevant whereas time sensitive topics that mention dates, seasons, or holidays are a one-time use piece of content. Keeping a bank of evergreen content is handy when you're in a crunch one week and need to create content quickly.

Tip 3 Rotate Types of Content

When developing your content schedule, try to come up with a holistic view of your weekly content posting. Perhaps, for example, Mondays' inspirational posts can give your readers a positive impression to begin the week. If you have several types of promotional posts per week, think about how you can have them build on each other to increase the likelihood of sales.

Rotating your content helps you know which types of content you need to work on. In addition, doing so gives your fans something to look forward to each week.

You might also want to craft names for your daily theme types. 'Throwback Thursdays," for example, can be a fun way to touch on nostalgia during your

posts, and it creates a memorable brand that's likely to engage your visitors and encourage them to come back for more. Doing so also demonstrates a high level of professionalism by showing your commitment to particular themes or ideas. Note that you'll need to ensure you deliver. Disappointing visitors by regularly missing expected posts can lead to worse engagement over time.

Tip 4 Weave in Your Promotional Material

Planning where your promotional material appears is powerful, and you'll want to spend a considerable amount of time planning out launches and other events. First, take time to ensure your launches come on time, and don't promise the release of a product unless you're sure you can deliver. First impressions matter, so find the right day of the week to announce the release of a new product, service, or webinar, and consider short delays if the announcement better matches with a particular type of content you post on that day of the week.

Think ahead of time about how many pieces of promotional material you'll need for a new launch. Planning ahead ensures that you can create the material you need and release it on an appropriate schedule. Using a content calendar gives you the visual reference to see the best time to launch and how to build your content to create excitement around that launch date.

Best-Kept Secrets of the Pros

Every content creator has to develop a system that works for them, and you'll tweak your system over time as your find out what works best for you. However, the best way to ensure you're honing your expertise and working as effectively as possible is to write down your system and have a dedicated set of steps to follow.

Here are some of the steps you'll likely want to incorporate into your content calendar.

Start with a Template

Imagine you're creating an Instagram post. If you're using Google tools, start with a Google Docs template to ensure you have the ideal text for your image. Templates help you stay consistent between your posts, which creates a professional impression. In addition, your template helps you keep your content within the word count and encourages you to proofread your content several times before hitting the post button. Simply writing text into the Instagram box makes it tempting to submit your content before you're ready.

As experienced Instagram viewers know, hashtags are critical for driving engagement, and finding the right ones for your post is too important to treat as an afterthought. When mapping out your process for Instagram posts, make sure to leave ample time to find the right hashtags. Keep the keyword count in mind, and work to find the right balance of hashtags that drive engagement without appearing like you're spamming readers.

Create Your Post

The best place to start when preparing your Instagram content is Planoly, which helps you plan your post and schedule it to post at the ideal time. Planoly lets you save multiple drafts of posts, so don't be afraid to start over and try out new content, especially if you have some time before you need to post your content. Using Planoly forces you to be more deliberate when creating your content, which helps you stick with the process you're developing.

Instagram is a visual medium, so place an emphasis on your graphic tools. Canva, in particular, is a popular tool that provides easy graphic manipulation and simple integration with other tools. Check out various templates on Canva, which let you try out different designs in a short period of time. After you get your Instagram content schedule flowing seamlessly, you can develop your own set of templates that offer a cohesive look for your various photos and other graphics.

Schedule Your Post

Find out what time your followers are likely to be online and remember that followers from different regions might be online at different times due to time zone differences. Keep track of what times seem to get the most engagement online, as this information can help maximize your Instagram potential.

Thriving on Instagram often entails an appropriate degree of interaction, so schedule at least one hour of time after your post goes live to check and respond to any comments you receive. This type of engagement is

particularly important as you're building your account, as regular interaction helps encourage others to follow your account and grow your audience.

Adapting to Other Platforms

Although the steps above apply to Instagram, the fundamentals for written content and video are largely similar no matter which social platform you use. Use a template if available and search for tools designed specifically for the platform you're targeting. Focus on engagement early in the process by looking at keywords and hashtags and ensure both the text and graphical elements have a professional look, branded with your business colors and logo.

Make a separate list of instructions for each platform, even if the steps are largely similar because you never know when you'll hire a VA or social media manager. Having these written procedures will cut down the amount of time needed to train a new team member.

Create a Standard Operating Procedure

The main goal of writing down steps for posting on various platforms is to create a standard operating procedure for posting content on your schedule. This list helps you create a coherent look, and it ensures you follow all needed steps every time you post.

Your standard operating procedure will serve you well as your business grows. In particular, if you plan on bringing others into your business, your SOP will help others get on board as quickly as possible and ensure all necessary steps are taken for creating and posting your content.

Having a formalized standard operating procedure also makes it easier for others on your team to make suggestions and discover areas for improvement.

Keep Your Content on Track

Managing multiple online platforms at once can leave you feeling busy rather than productive. When we are busily shuffling without a proper plan, it leaves a large gap for error. A successful content calendar is based in organization because without proper organization, your content will start to slip through the cracks.

A content calendar keeps the guesswork out of the equation of creating content for all your online platforms. However, what happens when you have a moment of divine inspiration that you want to share with your tribe?

You share that inspiration, no matter what the content calendar says.

Your content calendar is meant to be a guidepost, not a tome written in stone that cannot be changed. Sometimes it's easier to portray our real personality as opposed to our business persona when we have these moments of inspiration. No one will accuse you of sharing too many times in one day if you pop in to share a funny story or a profound quote.

An organized content calendar allows you to be productive with creating your content. With the ability to plan posts days, weeks, and even months in advance, the rest of your working hours can be spent coaching clients or creating your next signature course. You can't rush around at the last second trying to find the perfect piece of content to post. Worrying about these aspects of your business can severely limit your productivity whereas being prepared helps foster productivity.

Having a content strategy in place helps to streamline your process and keep you focused. Maintaining organization and a regular posting schedule

can help you better understand your audience and track your performance. While you may feel determined not to steer off this course, do not let a structured plan keep you from being inspired. Being organized does not mean that you have to sacrifice your creativity.

Inspiration is all around us, so keep your mind and your eyes open. You never know when or where you will find creative fuel. Maintaining flexibility with your calendar will help you to formulate the best overall content strategy. While maintaining a consistent schedule shows your audience that you are reliable, you can also benefit from being spontaneous.

When it comes to content, you could be inspired by anything around you that relates to you and your brand. If you feel compelled to post something off schedule or respond to an audience member, do not allow the constraints of your schedule to prevent you from doing what you want.

However, these little bits of inspiration do not have to amount to a post right away. Inspiration is a great tool, even if you do not utilize it immediately in your content. Keep a journal or an app to jot down what has inspired you and save those nuggets for a blog post or video down the road.

Spontaneity, while less organized, can also come across as more natural via social media. The average person does not plan their posts months in advance. For this reason, you may come across as more relatable if you implement spontaneous bouts of inspiration or reactions. While the other portion of your content will be planned, that does not necessarily mean that it cannot be creative and inspiring.

Are you finding gaps in your content calendar or struggling to fill in the holes? Curating the content of others, can help you to fill in these gaps and keep your content calendar streamlined.

Repurposing content is an exciting and innovative idea to many, as it has several benefits. This is when you take your old content and turn it into something new. The simplest way to do this is to take your old blog posts and breathe new life into them. This might mean taking a list and turning it into a full-fledged article expanding on different bullet points. Or take that same list and create an infographic. Find one of your videos and have it

transcribed into a blog post. If you have more to add since you created the video, expand that blog post to include that information.

Another way to repurpose your content is to create a slideshow presentation or an evergreen, on-demand webinar. Take your facts, quotes, or data points and create infographics. You may consider pie charts, bar graphs, or statistical maps which can then be added inside your blog posts or on a Pinterest board.

Inspiration can also come from other authors' posts, quotes, or ideas. Legally you can share direct quotes or even curate (or quote) a larger portion of the piece and place that into your own blog post. However, it’s crucial that you give credit to the original author when curating content.

Generally, their name and a link back to their site is preferable. If you want to expand your network more, reach out to them and ask for their permission to use their content this way. Most authors will agree, provided they are given credit.

Plagiarism in any form is never permitted, no matter if it's one sentence or entire paragraphs. Give credit where credit is due and avoid tarnishing your own reputation.

As you can see from this short time, having and using a content calendar saves time and increases your productivity. You'll also endear yourself to your followers who now come to expect expert content each week.