





Start by creating a content creation schedule for the next 4 weeks. This is a good trial period to get started and see how it goes. You may find that the schedule you created is too demanding of your time and you need to either cut back or outsource. On the other hand, you may find that you're capable of creating much more content and can increase the amount.

Your editorial calendar tells you what you plan to create. You will then need to plan separately WHEN you want to create this content. Depending on who's responsible, it can be done over the course of a few days and then scheduled, or it could be done on a daily basis.

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