



Exercise: Module 5 – Create Your Editorial Calendar

1. Based on your content marketing plan, start brainstorming ideas for the content you decided to create

Content Ideas





2. Look at the content you already have in each of your four core areas and identify what can be used or repurposed to answer some of the specific questions.

Awareness Content
Lead Generation Content
Paid Content
Relationship Content





3. Based on the plan you committed to, fill in the editorial calendar spreadsheet for your first one to three months of content. Include any resources needed or responsibilities, such as if you're outsourcing or drawing on team members.

There are tabs in the spreadsheet for content that needs to be created on a regular basis (awareness, relationship, and promotional content), as well as tabs where you can draft an action plan for one-off projects for lead generation content and/or paid content.

Use only the parts of the calendar that are relevant for you, based on your content plan focus. While you do need content in all four areas of your business, your plan can only be realistic if you commit to what's achievable for you personally.

