Blog
Planner

2022

January

Mo	Tu	We	Th	Fr	Sa	Su
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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February

Mo	Tu	We	Th	Fr	Sa	Su
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March

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April

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August

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September

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October

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November

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December

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2023

January

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February

Mo	Tu	We	Th	Fr	Sa	Su
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March

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April

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May

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June

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July

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August

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September

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Month Editorial Calendar

Month of:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
—	—	—	—	—	—	—
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—	—	—	—	—	—	—
—	—	Goals ■ _____ ■ _____ ■ _____ ■ _____ ■ _____		Keywords & Notes		

Blog Brainstorm

What to write about? Here are some ideas.

- Products you love
- Apps you love
- Services you recommend
- Common problems and how to solve them
- Tutorials
- Observations

Do a keyword search and see what people are searching to know!

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Weekly Post Plan

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Pre-flight Checklist

Post:

- [ ] Post has featured image
- [ ] Proofread post
- [ ] Keyword optimized
- [ ] Is in the right category
- [ ] Tagged appropriately
- [ ] Images optimized for Pinterest
- [ ] Is monetized
- [ ]
- [ ]

Post

- [ ] Post has featured image
- [ ] Proofread post
- [ ] Keyword optimized
- [ ] Is in the right category
- [ ] Tagged appropriately
- [ ] Images optimized for Pinterest
- [ ] Is monetized
- [ ]
- [ ]

Post:

- [ ] Post has featured image
- [ ] Proofread post
- [ ] Keyword optimized
- [ ] Is in the right category
- [ ] Tagged appropriately
- [ ] Images optimized for Pinterest
- [ ] Is monetized
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Repurpose Checklist

✓	Content	Repurposed As	Republish Date
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Monetization Checklist

✓	Content	Monetized With	Date
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Content Refresh Checklist

✓	Content	Date Refreshed
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List Building Checklist

- [ ] Check opt-in forms/download links are working
- [ ] Add content upgrade to post
- [ ] Offer new freebie on exit popup
- [ ] Share freebie on social media every quarter
- [ ] Change free offer every quarter
- [ ] Look for audiences to do a presentation for
- [ ] Reach out for guest posts
- [ ] Reach out to groups for teaching sessions
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Post Builder

Publish Date:

Title Brainstorm

Key Points

Research

Social Media

- ☐ Twitter
- ☐ Facebook
- ☐ Instagram
- ☐ YouTube

Repurpose

- ☐ Video
- ☐ Audio
- ☐ Infographic
- ☐ Social Images

Weekly Tweaks

Tasks

- [ ] SEO A Post
- [ ] Fix Broken Links
- [ ] Refresh An Old Post
- [ ] Revisit/Expand Older Topic
- [ ] Add Content Upgrade To A Post
- [ ] Refresh Images On A Post
- [ ] Network/Reach Out With Other Bloggers
- [ ] Add A New Lead Magnet
- [ ] Test A Popup / Different Popup
- [ ] Re-share Old Post
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Stats Tracker

	Traffic	List	Income
Jan			
Feb			
Mar			
Apr			
May			
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Aug			
Sep			
Oct			
Nov			
Dec			

Notes:

Affiliate Earnings Tracker

Program Name	Program Tracker			
	Jan	Feb	Mar	Apr
	May	June	Jul	Aug
	Sept	Oct	Nov	Dec
	Jan	Feb	Mar	Apr
	May	June	Jul	Aug
	Sept	Oct	Nov	Dec
	Jan	Feb	Mar	Apr
	May	June	Jul	Aug
	Sept	Oct	Nov	Dec
	Jan	Feb	Mar	Apr
	May	June	Jul	Aug
	Sept	Oct	Nov	Dec

Collaboration Planner

Name	Date	Proposal	Notes

Giveaway Planner

Title:

Objective:

Start Date:

End Date:

Angle/Topic:

Prize Brainstorm:

Who Can Help:

Results:

Keyword Tracker

Keyword	Post Title	Publish Date

Checklist

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