



5 steps to creating a content calendar

by Keren Lerner from Top Left Design

Planning ahead means your blog and social media is less likely to look out of date. I recommend doing this 6 months in advance. This way you have 6 months' worth of headlines already written and you know exactly when the posts are going live, so you can plan your design, writing, image sourcing, and scheduling time.

- 1** Write down your categories first. They can be things like "Client Projects", "Events", "Press" and "Tips" and they can also align with your brand values such as "Active in the community" and "Team stuff" if those are important to you.
- 2** In a 6 month calendar, put in all the different things that you know are happening in your business and also in the general calendar – holidays, events, and things you are attending. You can then create blog posts around those themes – eg Halloween related blog post, a post about the networking event you just attended.
- 3** Come up with as many headlines as you can which can fit into the category of "advice you are giving" – as this will show off your knowledge, generosity and experience, so people associate you with someone who gives useful and free content.
- 4** Then come up with headlines that fit into the other categories. It's ok if some of these aren't "killer headlines" – best to have too many and you can refine after, and then narrow down to the best ones.
- 5** Include guest posts and interviews – these are great ways to get others to virtually write your blogs for you!



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