



ROGER C. PARKER'S *PUBLISHED & PROFITABLE*

# Monthly Editorial Calendar

FROM Sept 2012

TO Aug 2013

|                               | MONTH     | TOPIC & FOCUS                     | RESULTS |
|-------------------------------|-----------|-----------------------------------|---------|
| <b>1<sup>st</sup> QUARTER</b> |           |                                   |         |
| 1                             | July      | Choosing a book topic             |         |
| 2                             | August    | Selecting a title for your book   |         |
| 3                             | September | Creating a table of contents      |         |
| <b>2<sup>nd</sup> QUARTER</b> |           |                                   |         |
| 4                             | October   | Finding the time to write         |         |
| 5                             | November  | Locating a co-author and editor   |         |
| 6                             | December  | Committing to efficient writing   |         |
| <b>3<sup>rd</sup> QUARTER</b> |           |                                   |         |
| 7                             | January   | Analyzing your online presence    |         |
| 8                             | February  | Building your author platform     |         |
| 9                             | March     | Creating a launch plan            |         |
| <b>4<sup>th</sup> QUARTER</b> |           |                                   |         |
| 10                            | April     | Leveraging profits from your book |         |
| 11                            | May       | Building your speaking profits    |         |
| 12                            | June      | Choosing follow-up book topics    |         |



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|-------------------------------|--|---------------|---------|
| <b>1<sup>st</sup> QUARTER</b> |  |               |         |
| 1                             |  |               |         |
| 2                             |  |               |         |
| 3                             |  |               |         |
| <b>2<sup>nd</sup> QUARTER</b> |  |               |         |
| 4                             |  |               |         |
| 5                             |  |               |         |
| 6                             |  |               |         |
| <b>3<sup>rd</sup> QUARTER</b> |  |               |         |
| 7                             |  |               |         |
| 8                             |  |               |         |
| 9                             |  |               |         |
| <b>4<sup>th</sup> QUARTER</b> |  |               |         |
| 10                            |  |               |         |
| 11                            |  |               |         |
| 12                            |  |               |         |



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# Weekly Editorial Calendar

QUARTER, YEAR 3<sup>rd</sup> Quarter 2012

|   | MEDIA & TITLE  | DATE      | DUE     | RESULTS             |
|---|--|-----------|---------|---------------------|
| <b>MONTH</b><br><b>July 2012</b><br><br><b>TOPIC OR THEME</b><br><b>Choosing a book topic</b>             | P&P blog, <i>Where do Book Ideas Come From?</i>                    | July 5    | July 2  | 3 comments, 117 RTs |
|   | Free webinar, <i>Does Your Book Topic Make Sense?</i>              | July 10   | July 6  |                     |
|   | CMI guest post, <i>Topic Trends for Premium Books</i>              | July 18   | July 13 |                     |
|   | P&P blog, <i>Selecting Topics for Self-Published Books</i>         | July 23   | July 20 |                     |
| <b>MONTH</b><br><b>August 2012</b><br><br><b>TOPIC OR THEME</b><br><b>Selecting a Title for Your Book</b> | P&P blog, <i>10 Keys to Book Title Success</i>                     | Aug 1     | July 27 |                     |
|   | Free webinar, <i>Choosing the Right Book Title</i>                 | Aug 7     | Aug 3   |                     |
|   | CMI guest post, <i>Title Suggestions for Premium Books</i>         | August 15 | Aug 10  |                     |
|   | P&P blog, <i>Testing Your Book Title Idea Before It's Too Late</i> | Aug 20    | Aug 17  |                     |
| <b>MONTH</b><br><b>Sept. 2012</b><br><br><b>TOPIC OR THEME</b><br><b>Creating a Table of Contents</b>     | P&P blog, <i>12 Tools to Organize Your Ideas into Chapters</i>     | Sept 5    | Aug 31  |                     |
|   | Free webinar, <i>Getting Started Harvesting Your Ideas</i>         | Sept 11   | Sept 6  |                     |
|   | CMI guest post, <i>Finding Content Gold on Your Hard Drive</i>     | Sept 12   | Sept 7  |                     |
|   | P&P blog, <i>Using Mind Maps to Create a Table of Contents</i>     | Sept 17   | Sept 14 |                     |

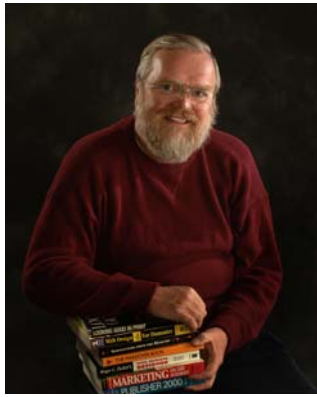


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# Weekly Editorial Calendar

QUARTER, YEAR \_\_\_\_\_

|              |                       | MEDIA & TITLE | DATE | DUE | RESULTS |
|--------------|-----------------------|---------------|------|-----|---------|
| <b>MONTH</b> |                       |               |      |     |         |
|              | <b>TOPIC OR THEME</b> |               |      |     |         |
|              |                       |               |      |     |         |
|              |                       |               |      |     |         |
|              |                       |               |      |     |         |
| <b>MONTH</b> |                       |               |      |     |         |
|              | <b>TOPIC OR THEME</b> |               |      |     |         |
|              |                       |               |      |     |         |
|              |                       |               |      |     |         |
|              |                       |               |      |     |         |
| <b>MONTH</b> |                       |               |      |     |         |
|              | <b>TOPIC OR THEME</b> |               |      |     |         |
|              |                       |               |      |     |         |
|              |                       |               |      |     |         |



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# Thank you...

Thank you for downloading my *Monthly Editorial Calendar* and *Weekly Editorial Calendar* content marketing planning worksheets.

I hope you find them worthy additions to your content marketing productivity toolkit.

Here are a few additional resources you might enjoy:

## ***Free white paper & newsletter resources***

- [\*Mind Mapping for Marketers & Writers\*](#). This combines a concise 4-page overview of mind mapping with tip-filled copies of my *Design to Sell* one-page newsletter.
- [\*Write Your Way to Success\*](#). This is brief look at [\*Published & Profitable's\*](#) 4-step process that has been helping business professionals get profitably published for over 5 years.
- [\*White Paper Design that Sells\*](#). Discover 16 easy-to-implement best practices to improve the readability of all your print materials.
- If you're a [Mindjet MindManager](#) user, here are 2 templates: [\*Roger C. Parker's Visual Thinking Resources\*](#) and [\*20 Questions to Ask Before You Write a Book\*](#) (award-winner)

## ***Other resources***

- [\*#BookTitleTweet: 140 Bite-sized Ideas for Compelling Article, Book, and Event Titles\*](#). Concise advice for all types of content marketing projects.
- [\*The Content Catalyst\*](#). A favorite of Internet marketers, find instant inspiration browsing through over 419 content ideas, examples, and suggestions.

Best wishes on your content marketing success! If you have any comments, questions, or suggestions, please e-mail [RCPcontent@gmail.com](mailto:RCPcontent@gmail.com) or use my [online form](#).

**Roger C. Parker**

Writing, planning, & visual thinking resources