

# HOW TO CREATE AN *Editorial Calendar*

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Do you ever (or always!) find yourself the night before you want to post on your blog, frantically thinking of ideas and trying to pull graphics together? Or even worse, you have a blog on your site that hasn't had a post in months and you feel guilty every time you think about it? Let's get serious about your blog and turn a daunting obligation into a straightforward task.



## Step 1: Dig deep into your value, customer, & goals

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**1) How often do you feel is realistic to post?** *Don't be a superhero here; think of what you can manage without feeling freaked out. I would say anywhere from 2 times a month to 2 times a week is reasonable for a shop owner. If you're unsure, it will be easier to start with a more relaxed schedule, and ramp it up as you get the hang of it.*

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**2) What strengths will you be bringing to the blog?** *Your strengths might include photography, an eye for styling/composition, writing skills, a sense of humor, diligent at researching, etc. You'll want to know where you feel confident, and also where you don't feel strong, so you know what type of posts to lean toward.*

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**3) What do you want your blog to do for you, aside from increasing sales?**

*Are you interested in collaborating with other businesses? Trying to impress wholesale customers, certain big brands, or press outlets? Write down your goals, so your blog posts can help you achieve them.*

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**4) Who are we talking to?** *Writing to no one and writing to everyone are both difficult tasks. If you can instead write to one specific person, your writing will flow more naturally, you'll feel more comfortable, and you will attract and engage the right audience. Describe your target reader (and see our other PDF: Who Is Your Dream Customer for more detail).*

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**5) What is unique about your business that customers can get from nowhere else?** *Your blog needs to showcase what it is that makes you special. This is your unique selling proposition. When you know what unique value you're bringing to the conversation, you can highlight that and have a built-in way to stand out from other blogs.*

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**6) Does your business have cycles or seasons?** *How often do you create new products? Do you have collections that are released on a schedule? Do you make one new thing at a time randomly throughout the year? You'll want to consider your calendar of new product releases when planning blog posts to complement them.*

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## Step 2: Sketch out your editorial calendar

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**What categories of posts will work well on your blog?** *Consider the types of posts that you'll want to plan for. Ideally, you'll be able to set up a schedule of types of posts, and then create unique variations of each theme.*

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**Which holidays and events will be important for your business?**

*Populate your calendar with the holidays and consider your own events: new products, collaborations, in-person events, big news. Plan posts to build up suspense before these events, and celebrate them as they happen.*

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### Step 3: Fill in with post ideas

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**What will you blog about?** Here's a rough calendar to fill in with posts. You can use it to plan post types without months/dates, or you can add dates and holidays in to get more specific.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday





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