

# The **Forbes** *Editorial Calendar*

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## *5 Lessons That Will Make You Better At Blog Planning*

*What can we learn from the giants at Forbes about yearly content planning? Should we, mere bloggers, be doing yearly planning for our own blog?*

### **Lesson #1: Forbes Isn't The Only One Who Is Pre-Planning...**

Pre-planning and pre-publishing a yearly editorial calendar isn't a new, or unique, practice. Time, Inc and Vogue also have their calendar publicly available online - right on their website.

*Why though?*

For most publications, the reasons for having an editorial calendar visible online are very business focused, rather than content focused.

**Where to find publication's editorial calendars:** Look in the "media kit" section of their websites. You'll usually be able to find them there.

Do you have an editorial calendar with themes available online for all to see?

**If you want to have an editorial calendar online fill in the blanks with themes for each month and then share it with your readers:**

January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December:

January:

*Tip: When using a yearly planning calendar there can be a temptation to get “locked-in” on a certain topic. Resist this urge. Just because you have selected a theme, it doesn’t mean that every post has to fit. Like a traditional magazine, perhaps only 30-40% of the articles will follow the theme directly. For you, this could be the equivalent to a single post each week.*

## Lesson #2: A Yearly Editorial Calendar Makes Sense.

There is value in taking a look at your content planning from a yearly perspective. In our own editorial calendar training we advocate both **yearly** and **monthly planning** for most bloggers using an editorial calendar.

**The idea is simple:** When you force yourself to start at the highest level and work your way down through the food chain (yearly to monthly planning), you see everything from a grand perspective and consider each detail along the way.

**Now that you know the “somewhat” theme of each month let’s figure out the monthly goals:**

How often do you want to be publishing content? (*Example: twice a week or once a week.*)

What kind of content do you want to publish? (*Example: blog posts, ebooks, vlogs, or podcasts.*)

**Content you’ll probably want to think about publishing:**

- Advertising Campaigns
- Key Industry Events
- Global/National Holidays
- Product Launches
- Commemorative Months

Do a brainstorm dump of post ideas:

*Now, schedule out your editorial calendar.*

### **Lesson #3: Even Small Teams Can Benefit From A Yearly Content Plan**

We can all benefit from understanding the bigger picture, even content teams. To get to know the bigger picture you need to ask yourself some questions.

**Ask yourself these questions:**

Where do I want this blog to go? (What is the vision for your blog?)

What is my larger goal?

How am I going to achieve this plan?

## Lesson #4: Let The Details Come Later

When you sit down to write a blog post what usually happens? You start thinking about the individual details of that post.

What will your post be about?

What should I use as a headline?

What will my outline be? (Write out a brief outline.)

## Lesson #5: Painting With Broad Strokes Helps Your Audience

If all goes well, planning for a year should boost your audience and grow your blog. With a yearly schedule, your audience will probably become more likely to connect with your content. There are a few simple reasons why this is so.

### 1. Relevant and timely content.

As you connect your content to the larger trends like the Forbes editorial calendar does, you will help your content to become more relevant with what is going on at the time.

What trends can you connect your content to?

## 2. Delve deeper into topics.

Yearly planning should also allow you to think deeply about the themes and topic categories that matter most to your audience in a new way.

What themes matter most to your audience?

What topics matter most to your audience?

*Use those themes and topics to come up with great post ideas.*

## Starting Your Yearly Editorial Calendar

I know what you're thinking: this yearly editorial calendar thing won't be so bad.

- Get out your calendar, schedule book, Google calendar, or CoSchedule calendar.
- Map out when you want to publish posts.
- Stick to your goals.

As you work the plan month by month, make adjustments and respond to changes in your plan. Nothing can substitute keeping your finger on the pulse of your own strategy. Plan ahead, but never let things go into autopilot.

**When you are ready to plan your editorial calendar get your 14-day free trial of CoSchedule today! It's your social media and editorial calendar for everything!**



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