

ESSENTIAL CONTENT CALENDAR

Easy, customizable content to keep your readers **ENGAGED** and **EXCITED** to follow you!



HOW TO USE THIS CONTENT CALENDAR

SET YOUR GOAL

We firmly believe that no one should be chained to social media. Ever! Quality is always more important than quantity. That said, some authors have multiple ways of communicating with their audiences, and some authors love pushing out content. Commit to posting, blogging, creating, and writing in a way that feels right and sustainable for YOU.

PLAN

However you communicate with your audience, choose one or more of the prompts for each month to create content around. This can and should look different for each author. We recommend carving out one afternoon a month to create all of the content you'll be pushing out that month, then scheduling it to be delivered using a scheduler such as Buffer.

GET SOCIAL

Once your content is created and delivered, be sure to make time to react to comments, answer questions via email, and reach out to other authors on your platforms doing similar work. The point of all of this is to build your audience organically. Don't overthink it - just CONNECT! You'll be amazed to see where these genuine connections lead.

CONTENT CALENDAR TEMPLATE

Here is our handy one-year content calendar template. We encourage you to take these ideas and make them unique to YOU. And no matter what your own content calendar looks like, find a way to be CONSISTENT!

JANUARY

Week 1: Email newsletter with your writing goals for the year + highlighting any books you're publishing this year

Week 2: Twitter or Instagram posts with hashtags #writingchallenge and #amwriting

Week 3: Email two LinkedIn connections for speaking

Week 4: Facebook post: my writing goals (reuse from your email newsletter)

FEBRUARY

Week 1: Attend a writer's conference and follow up with your connections

Week 2: Post pictures of the conference on Facebook and Instagram and use event tag + relevant hashtags

Week 3: Share a Facebook Live about you what you learned from the conference

Week 4: Post on LinkedIn about how you use Scrivener, or any other tools to help plan your writing

MARCH

Week 1: Email newsletter with a roundup of books in your genre that you recommend for your readers

Week 2: Post on social media the images of the books you highlighted in your newsletter and tag the authors

Week 3: Post a picture on LinkedIn from one of your speaking gigs or book-related events

Week 4: Write a Facebook post about your favorite author and tag them

CONTENT CALENDAR TEMPLATE

Pro Tip #1: Repeat any and all content ideas that work for you, but SKIP any that don't resonate with you or relate to your genre.

APRIL

Week 1: Email newsletter sharing your current list of upcoming events

Week 2: Write a post with your best tips for finding events and connecting with others in your genre

Week 3: Email two local bookstores or shops about hosting an event at their space

Week 4: Facebook post: an author connection you've made that's inspired you

MAY

Week 1: Email newsletter about how your mother figure has influenced your writing

Week 2: Post on Pinterest about your favorite Mother's Day gift book ideas (you can repeat for Father's Day)

Week 3: Post a "Behind the Scenes" photo of your workspace on Instagram with the hashtag #amwriting

Week 4: Give an update on where you're at with your writing goals from January

JUNE

Week 1: Email newsletter with a roundup of books on your summer reading list

Week 2: Post a photo album on social media of your favorite things to do when taking a break from writing

Week 3: Write about a game-changing event from the spring, and tag the event organizer or sponsor

Week 4: Share about your favorite online tools that help you connect with readers

CONTENT CALENDAR TEMPLATE

Pro Tip #2: Stay positive in all of your postings, and share and connect with other authors who are doing this content creation thing RIGHT.

JULY

Week 1: Email newsletter with a reminder + links of everywhere people can find and follow you online

Week 2: Host a free book giveaway for everyone who likes or follows your online accounts

Week 3: Post about your "top 5" favorite authors to follow online with links for each

Week 4: Send a survey asking readers about their favorite books of summer, and share the results

AUGUST

Week 1: Attend a writer's retreat or workshop for inspiration and to improve upon your craft

Week 2: Post pictures of the workshop on Facebook and Instagram and use relevant hashtags

Week 3: Share a Facebook Live about you what you learned from the workshop

Week 4: Write a post about what you've learned so far as a writer, and your advice for aspiring authors

SEPTEMBER

Week 1: Email newsletter with a roundup of books that make great gifts for the holidays

Week 2: Post on social media the images of the books you highlighted in your newsletter and tag the authors

Week 3: Share a photo on Instagram of someone from your genre who inspires you and tag them

Week 4: Share a piece of bonus content of an already published work, or snippet of a work-in-progress

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Pro Tip #3: Include high quality images with each and every social media post, blog article, or newsletter item. Our favorite places to get free, professional images are Unsplash and Pexels.

OCTOBER

Week 1: Email newsletter highlighting a particularly great review or endorsement for your book

Week 2: Create a simple graphic of your positive review in Canva, and share it on your social media accounts

Week 3: Email two people who have supported you on your author journey and thank them

Week 4: Facebook post: why book reviews are important for authors and how to give them

NOVEMBER

Week 1: Email newsletter with the top 10 things you're most grateful for this year

Week 2: Offer a special "thank you" gift to all of your email subscribers

Week 3: Write about a special connection you made in your writing journey that changed your life

Week 4: Give a Facebook Live about a book outside your genre that inspires you

DECEMBER

Week 1: Email newsletter with a roundup of books in your genre you recommend for your readers

Week 2: Post on social media the images of the books you highlighted in your newsletter and tag the authors

Week 3: Host a "buy one, gift one" giveaway for your email subscribers

Week 4: Update where you're at with your writing goals from January, and what went right or wrong

THANK YOU!



Roseanne Cheng & Josie Robinson

Book lovers, cat lovers (well, Josie is) and co-founders of Evergreen Authors

We hope you've found this download supremely helpful!

Yes, this is a lot to take in. But, as we say to our kids all the time: take it slowly. You're really not in some sort of race to the finish line here.

We've seen it time again: the authors who find the most success are intentional, authentic, consistent, and ENJOY this whole marketing business.

That's right. We'll say it again:

Find a marketing effort to focus on, and figure out a way to enjoy doing it.

It really is that simple.

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