



Book Marketing Editorial Calendar

Here's where you plan out your content flow. It's your commitment to yourself to market yourself and your book consistently. Just as you pulled your choices from the Checklist into the Repurposing Grid, here you'll pull from the Grid into the Calendar to keep things organized and manageable so the content items don't overlap each other or conflict with other things already on your daily to-do list. It's laid out in weekly rows, with Sundays where you can enter the "**Week of:** Month/Day/Year" so it can be used in any future year.

Following the example below, you'll find 12 pages of fillable, full-month calendars (five weekly rows on each) so you can fill out on screen and copy/paste from your Checklist or Grid. Or, you can print out pages as needed. If you prefer the fillable form version and need more copies for future years, email us via our website and we'll send them along.

Example of a Weekly Content Calendar

Note: You do not have to plan for daily content, though we hope these tools, including the AI section after the calendar pages, make that seem less overwhelming to contemplate! And different strategies often use different pacing. For example, you might post on social media once a day, blog three times a week, send an email newsletter once a week, and do a video podcast once a month. And you might assign some of those tasks to a VA.

You may fill in only Monday, Wednesday, and Friday. Or you (and your audience) may like to spend time on social media on weekends. Or some weeks may be busier and others mostly blank. The point is to get yourself on a schedule that you can maintain consistently, without stressing over how frequently you implement any of the particular strategies you've chosen.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week of: June 1, 2025	Quote graphic post using quote from our <i>I Am Perfectly Flawsome</i> book on LinkedIn	Appear on Podcast X to discuss concept of Flawsomism	Post on LinkedIn and Instagram about what we said on the Podcast yesterday	Quote graphic post using quote from our <i>I Am Perfectly Flawsome</i> book on Pinterest	Blog Post on our blog about the experience of writing <i>I Am Perfectly Flawsome</i> book	