

The Ultimate Weekly Content Schedule

Content is great for generating leads, boosting traffic, building your list, adding raving fans, friends, and followers, building trust, improving your conversion rate, and engaging your audience.

This ultimate weekly publication schedule gives you a framework to get your captivating content published and distributed, so you can *grow your business*.

IMPORTANT: This content schedule is only effective if your titles, headlines, and content are captivating and aligned with your ideal customer's needs and desires.

Are you a health and wellness professional?

Looking for a *done-for-you* "shortcut"?

[Check out our done-for-you licensed content »](#)

To your success,

Ronnie Nijmeh
Founder of [PLR.me](https://plr.me)

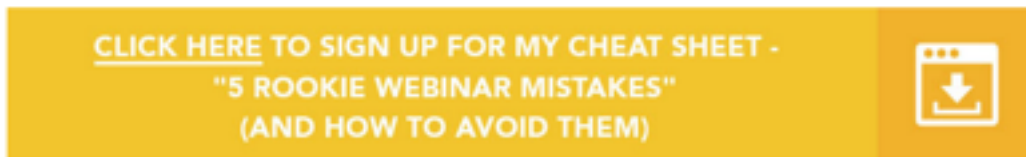


Adapted with permission from Tanya Kersey, The Filmmaker's Success Mentor, tanyakersey.com

MONDAY

- Create a 500-600 word blog post.
- Optimize the post with links to related info on your blog, a call-to-action (“CTA”), and a box with a testimonial.
- Encourage comments by asking a question at the end of the post.
- Email your list with a link to the post. Don’t email the entire blog post! Just give them a snippet, enough to make them want to click the link to read more.
- Share the post on Google+.
- Copy & paste the contents of your blog post onto your Facebook personal profile or business page. You may need to edit it slightly so it doesn’t sound too promotional. The goal here is engagement – Likes, Shares, and Comments.
- OPTIONAL (but highly recommended): Add a LeadBox-style pop-up opt-in box at the end of each blog post. When they click, it opens a “light box” where they can enter their name and email to get a bonus resource or handout.

Example button and lightbox:



TUESDAY

- Share the blog post on Twitter.
- Option 1:** Grab your iPhone or sit in front of your webcam and riff on the same ideas for two minutes. Don't READ the post – just talk like you're talking to a friend over coffee.
- Option 2:** Do a brief Periscope or Blab on your subject. Be sure to capture the video from the live stream for future use.
- Distribute the video recording in three places:
 - Post the video on your blog
 - (*Optional:* you can also strip the video and just post the audio version)
 - Upload the video directly to your Facebook Fan Page as native content and ask people to comment and chime in with their opinions.
 - Optional:* Boost the post (paid advertising) to help the video get more attention and shares.
 - Upload the video to YouTube and use the appropriate titles, tags, and a description. In the description, make sure the first line contains a link to your website with the full format of the link (i.e. <http://www.yourwebsite.com>, not just [yourwebsite.com](http://www.yourwebsite.com))
- Reply to comments on your blog, Facebook, Google+, and Twitter.
- Post your original Facebook post on relevant Facebook groups. (Important: Don't just "Share" the post, *actually copy & paste it* inside the relevant groups). Of course, always follow the group guidelines and don't post your link if it's against the rules of the group!
- Promote a free 30-60 minute webinar about the topic.
 - Email your list.
 - Create a Facebook event inviting your friends and clients.
 - Post about it on Facebook, Twitter, etc.

WEDNESDAY

- Create a short 1-page cheat sheet, 5-slide PowerPoint or simple checklist based on the same ideas in the blog post. Make it a companion tool, worksheet, or checklist. *Or just grab some done-for-you licensed content.*
- Create a landing page so people have to opt-in to get the freebie you created. You can use LeadPages, ClickFunnels, or OptimizePress to create this page.
- Post the free opt-in offer on all of your social media accounts.
- Email the free handout to your list and tease about the upcoming webinar training you will be hosting about the same topic.
- Add the free opt-in offer to the blog post you created on Monday. You can use a "LeadBox" for this lead magnet. See the "optional" tip from Monday.
- Reply to comments on your blog, Facebook, Google+, YouTube, and Twitter.

THURSDAY

- Post the full text from your blog post to LinkedIn Pulse and any relevant LinkedIn groups (Tip: The combination of the Pulse newsreader and mobile delivery and the more than 400MM LinkedIn users makes this a very attractive destination for your content.)
- Post the blog post to your favorite online forums, portals, and communities where your ideal prospect is also hanging out. *(Again: copy and paste the post! Don't just link to your own blog!)*
- Remind your email list and friends on social media about your free webinar training session.
- Reply to comments on Facebook, Google+, YouTube, LinkedIn, Twitter, and wherever else your blog post appears.

FRIDAY

- Host a 30-60 minute subject-matter webinar. **IMPORTANT:** Ensure you have a specific call-to-action in mind. Even if it's just an application to schedule a call with you.
- Use your favorite graphic tool e.g., [canva.com](https://www.canva.com), and create a meme. Find a picture, include the blog title and URL for Monday's blog post).
- Post this meme to Pinterest, Instagram, Facebook, Twitter, and LinkedIn to drive people to Monday's blog post.
- Reply to comments on your blog, Facebook, Google+, YouTube, LinkedIn, Twitter, and wherever else your blog post appears.

WEEKEND

- On Facebook, ask a question related to the blog topic. The types of questions that work best are: "What do you struggle with most when it comes to X?" and "What's your biggest challenge with Y?" Encourage dialogue, invite engagement, and really open up a two-way conversation with the people who respond.
- When people engage, send the link to your blog post (or copy chunks of your blog post as a comment) and say: "I just blogged about this issue on Monday – take a look and let me know if these ideas are helpful."
- When people engage, you can also post link to your webinar replay, opt-in page, etc.
- Reply to comments on your blog, Facebook, Google+, Twitter, LinkedIn, and wherever else your blog post appears.

ADDITIONAL IDEAS

- Use done-for-you content to create lead magnets, blog posts, and webinar content to make things faster and easier for yourself.

- Package some of your subject-matter content into “The Ultimate Guide to...”
- Turn video or audio “riffs” into a weekly ‘*quick tips*’ email that people can sign up to receive.
- Repurpose the content for a membership site.
- Repurpose the content to use if you are sending out daily emails.
- Mix up the formats: audio, video, text, graphics, emails, etc.

IMPORTANT TIPS

- Include a **call-to-action (“CTA”)** on EVERYTHING!
 - If it’s a blog post, ask them to comment
 - Ask them to share on Facebook
 - Ask them to re-tweet on Twitter
 - Include a link to your free resource, checklist, cheat sheet, product, or other freebie that they have to opt-in to get
- If you don’t want to do 3-5 emails per week, you can spread this strategy over weekly or bi-weekly emails. (But the more frequent, the better engagement you get!)
- Plan your content calendar in advance so you know what topics you want to cover so you have structure and focus each week.
- JUST DO IT!** Even if you only executed 50% of this plan, that’s quite possibly 100% more than what you’re already doing!

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