



How to Create an Effective Editorial Calendar

Step 1

Think about the personas you serve.

List their goals, challenges and common buying objections.

Step 2

Determine the major categories of content you want to cover.

EXAMPLES:

- Personal Insurance
- Business Insurance
- Risk Management
- Employee Benefits
- Life Insurance
- Financial Planning
- Leadership/"Best Life" Tips

Step 3

Prepare your quarterly editorial calendar using a chart like this:

Week	Focus Category (from step 2)	Specific Topics (from step 1)	Writer
Oct 3	Personal insurance	Is usage based insurance right for you?	IIM
Oct 10	Business insurance	Cyber liability	IIM
Oct 17	Life insurance	Key person insurance	IIM
Oct 24	Risk management	How much are slips, trips and falls costing you?	IIM
Oct 31	Work comp	Implications of an aging workforce	IIM
Nov 7	Leadership/best life	Cultivating gratitude	IIM
Nov 14	Personal insurance	Who needs an umbrella?	IIM
Nov 21	Business insurance	Workplace violence	IIM
Nov 28	Life insurance	How to use life insurance in retirement planning	IIM
Dec 5	Risk management	Safe lifting know-how	IIM
Dec 12	Financial planning	College planning – Beyond the FASA	IIM
Dec 19	Leadership/best life	New year, new you: Goal setting 101	IIM

Step 4

Compare your topic schedule to the needs of your targeted personas.

Are you addressing issues that are important to them? Will these topics demonstrate your expertise and build buying confidence? Are you educating and empowering informed decisions?

Step 5

Outsource if needed to ensure consistent execution of your plan.