

Bloggging Divas



Editorial Calendar

Hey Diva!!

So you have decided you want to blog? That is terrific! Blogging is one of the best things you can do to help your direct sales business bring in more leads, make more sales, find more team members, and keep your customers coming back to you again and again.

The key to successful blogging is to keep fresh, fun new content for your readers to find and enjoy. But how do you keep coming up with fresh ideas over and over to keep not only your attention – but your readers attention too? Simple – with an editorial calendar.

An editorial calendar will help you to keep your blog organized, and keep you from feeling stressed or overwhelmed. When you have your posts planned out, you can spend more time really thinking out the content, instead of just throwing something out there and hoping it sticks. You can also coordinate your marketing plan with your blog – meaning if you have a new product launch coming up, you can begin planting the seeds of excitement far in advance to have a more successful launch!

The Party Plan Divas Blogging Editorial Calendar has suggestions and assignments for each month of the year to help you with your content creation. Using this calendar will help you to avoid writers block, stay current with your posts, and most importantly – blog consistently without stress! How terrific does that sound?

Each month we have listed some fun and funny holidays that you can blog about, as well as some topic ideas. Remember always that you want your blog to be a resource for your customers to find out great information about you, your company, your product – as well as local events, household tips, recipes – really anything **you** find interesting – your readers will too! Your blog will become a place for you to share everything that you love – including of course your business!

Be sure to check out our Blogging Divas eCourse available to all Party Plan Divas members. This eCourse walks you through all of the steps for getting your blog up and running in no time! You can also jump in to our weekly link ups – **Monday Mingle Business Edition** and **Friday Favorites**. Check it all out at PartyPlanDivas.com! Remember you can always sprinkle in posts about your products, your hostess plan, and your opportunity – but you want to incorporate other great post topics as well!

Happy Blogging!

January Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 New Year's Day	2	3
4 National Trivia Day	5	6	7	8	9	10
11	12	13	14	15 National Hat Day	16	17
18	19 Martin Luther King Day Natl Popcorn Day	20	21	22	23 National Pie Day	24
25 Opposite Day	26	27	28	29	30	31

January Post Topic Ideas

New Years Goals

Healthy Recipes

Your Favorite App

SuperBowl

Grammys

Your Weather

Your Favorite Hat

Your Favorite Pie

Highlight a Product

Your Biz Story

A Great Book

Favorite Quote

Notes _____

February Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Groundhog Day	3	4 Thank A Mailman Day	5	6	7 Send A Card To A Friend Day
8	9	10	11	12 Lincoln's Birthday	13	14 Valentine's Day
15	16 President's Day	17 Mardi Gras	18	19	20	21
22 Washington's Birthday	23	24	25	26	27	28

February Post Topic Ideas

Valentine's Day

A "Red" Recipe

Your Favorite TV Show

Your Opportunity

Your Prom

Mardi Gras

Review a Product

Share A Little Known Fact About You

Your Favorite Blogs

Show How NOT To Use One of Your Products

Notes _____

March Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Peanut Butter Day	2	3	4	5	6	7
8	9	10	11	12 Popcorn Lovers Day	13	14
15	16	17 St. Patrick's Day	18	19	20 First Day of Spring	21
22	23	24	25 National Waffle Day	26	27	28
29	30	31				

March Post Topic Ideas

Peanut Butter Recipe

Not So Healthy Recipes

Household Tip

St Patrick's Day

1st Day of Spring

Daylight Saving

Host a Giveaway

Your Favorite Song

Highlight a Product

A Party Story

Favorite Party Game

Favorite Book

Notes _____

April Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 April Fool's Day	2 Children's Book Day	3 Good Friday	4
5 Easter	6	7	8	9	10	11
12	13	14	15	16	17	18
19 National Garlic Day	20	21	22 Earth Day	23	24	25
26	27	28	29	30		

April Post Topic Ideas

Your Favorite Children's Book

Favorite Recipe with Garlic In It

Feature a Team Member

Your Favorite Social Media Outlet

Your Hobbies

A Spring Craft

Plant A Garden

Your Pets

Favorite Childhood Memory

New Product Review

Notes _____

May Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Mother Goose Day	2
3	4 Star Wars Day	5 Cinco de Mayo	6	7	8	9
10 Mother's Day	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Memorial Day	26	27	28	29	30
31						

May Post Topic Ideas

Favorite Sport

Favorite Mother Goose Rhyme

Favorite Color

The First Product You Loved From Your Company

Hostess Plan

How Do You Carry Your Demo Kit

Recipe

Favorite Drink

Your Week on Instagram

Favorite Vacation Spot

Summer Plans

Notes _____

June Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2 Rocky Road Day	3	4	5 National Donut Day	6
7	8	9	10	11	12 Red Rose Day	13
14 Flag Day	15	16 Fresh Veggies Day	17	18 Remadan	19	20
21 Father's Day	22	23	24	25	26	27
28	29	30				

June Post Topic Ideas

2015 Goals Check In Favorite Ice Cream National Donut Day
 Favorite Flower (and why) Meatless Meal Recipe Father's Day
 Product Review Household Product Review Opportunity
 Favorite Candy Bar Coffee or Tea? Feature a Party/Hostess

Notes _____

July Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4 Independence Day
5	6 National Fried Chicken Day	7 Chocolate Day	8	9	10	11
12	13	14	15	16	17	18
19 National Ice Cream Day	20	21	22	23 Hot Dog Day	24	25
26	27	28	29 Lasagna Day	30 Father-In-Law Day	31 Mutt's Day	

July Post Topic Ideas

Early Bird or Night Owl? Fried Chicken Recipe Ice Cream Day!

Mutt's Day – Show your Furbabies! What Happened This Week?

Favorite Restaurant Upcoming Festivals New Movies

Summer Specials Childhood Vacation Memory Review

Notes _____

August Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2 Friendship Day	3 Watermelon Day	4	5	6	7	8
9	10 S'mores Day	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31 Nat'l Trail Mix Day					

August Post Topic Ideas

Your Best Friend Make S'mores! Make Trail Mix Recipe

Back to School Ideas Hostess Specials Product Knowledge

Favorite Quote (and why) Interview a Leader in your Company

What Would You Tell a New Consultant? A Note To Your Future Self

Notes _____

September Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	Labor Day 7	8	Teddy Bear Day 9	10	11	Chocolate Milkshake Day 12
Fortune Cookie Day Peanut Day 13	14	15	16	17	Cheeseburger Day 18	19
20	21	Business Women's Day 22	23	24	25	26
27	28	29	30			

September Post Topic Ideas

Did You Have a Favorite Teddy Bear? Favorite Cheeseburger Joint

Compare Two Products Hostess Rewards Guide to...

Dear Diary... Your Week on Twitter Product Giveaway

Favorite Product from Another Company What Are You Afraid Of?

Notes _____

October Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Vegetarian Day	2	3
4	5 World Teacher's Day	6	7	8	9	10
11	12 Columbus Day	13	14 National Dessert Day	15	16	17 Sweetest Day
18	19	20	21	22	23	24
25 World Pasta Day	26	27	28	29	30	31 Halloween

October Post Topic Ideas

Vegetarian Recipe

Your Favorite Teacher

Halloween

Your Favorite Dessert Recipe

Your Favorite Pasta Recipe

Share Your Jack O'Lantern

Do You Dress Up For Halloween?

New Product Releases

Holiday Sales

New Product Review

Notes

November Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7 Book Lovers Day
8	9	10	11 Veterans Day	12	13 World Kindness Day	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving Day	27	28
29	30					

November Post Topic Ideas

New Book You Are Reading Do a Random Act of Kindness

Favorite Thanksgiving Recipe Black Friday Specials Review

Local Events Your Thanksgiving Plans Your Current Weather

Your Week on Facebook Tell Us About Your Siblings/Family

Notes _____

December Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8 National Brownies Day	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25 Christmas	26 Boxing Day
27	28	29	30	31 New Year's Eve		

December Post Topic Ideas

Favorite Brownies Recipe

Christmas Cookies Recipe/Swap

Holiday Products

Holiday Sales

Personal Shopper

Holiday Light Shows

Favorite Traditions

Favorite Ornament

Last Minute Holiday Sales

2015 Wrap Up

Goals for 2016

Notes _____

