

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. This eCourse walks you through all of the steps for getting your blog up and running in no time! 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

January Post Topic Ideas

- New Years Goals
- Healthy Recipes
- Your Favorite App
- Super Bowl
- 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

February Post Topic Ideas

- Valentine's Day
- Your Opportunity
- Review a Product
- Your Favorite Blogs
- A "Red" Recipe
- Your Prom
- Share A Little Known Fact About You
- Show How NOT To Use One of Your Products
- Your Favorite TV Show
- Mardi Gras

Notes _____

March Post Planner

Sun	Mon	Tue	Wed	Thu	Fri	Sat

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

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

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

June Post Topic Ideas

- 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

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

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

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

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

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

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

Year Wrap Up

Goals for New Year

Notes _____

