

# 6-Month Ezine Scheduling Workbook

Congratulations! Now that you've decided it's time to take advantage of the numerous benefits of sending a regular email newsletter, it's time to dive in and get started already! We'll walk through the steps here.

## Step One: Choose a Publishing Schedule

Many people ask what the best publishing schedule is. While there is no magical number, you'll want to send at least one issue per month in order to stay in front of your customers. Otherwise, you risk having new subscribers forget who you are and potentially reporting you as an unwanted spammer. Yikes!

Two newsletters per month is even more ideal, and some marketing experts swear by weekly newsletters. But DO NOT feel like you have to come out of the gate with one newsletter each week; you might risk overwhelming yourself and getting fed up before you even start! Better to start slow, with one or two newsletters per month, and then add more as your comfort level increases, or as your business grows and you're able to hire others to help with either writing the articles or formatting them into your email service provider.

The key is to choose a regular publishing schedule that your newsletter subscribers can count on, as publishing regularly does two things:

- 1) Keeps your name, and the products and services you provide, top of mind with your potential customers; and
- 2) Shows, even if subconsciously, that you are dependable and trustworthy (might seem kinda silly, but if folks feel they can depend on you to send your newsletter when you say you will, they'll be more likely to feel like you'll deliver on other promises made in your sales offers).

So choose a schedule that works for you, for example:

- The first Tuesday of every month (if publishing once/month)
- The second and fourth Thursdays of every month (if publishing bi-weekly)
- Every Wednesday (if publishing weekly)

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(Please note that these are just examples to help get the wheels turning. While there's a lot of school of thought out there on the best day/time of day to send your newsletter, there's no hard and fast evidence to support any of it. You can try experimenting with different days of the week if you'd like, to see if certain days tend to get better open rates, but otherwise just choose a schedule that works for you and *stick with it.*)

How many newsletters will you send each month? \_\_\_\_\_

When will you send them? \_\_\_\_\_

### Step 2: Create Your Editorial Calendar

An editorial calendar is simply an outline of proposed subjects, brainstormed in advance. You'll be pleasantly surprised at how easy it is to write your newsletter articles when you don't have to face the dreaded "What on earth will I write *about*" question. By creating an editorial calendar, you sit down and figure out topics in advance, possibly around holidays, seasons, or events going on in your business (more on that below).

To create your editorial calendar, begin by opening a calendar to the month in which you want to begin your regular newsletters. I recommend starting at least one month out, to give yourself some time to ease in before your first issue is due. So if it's December now, flip to January's calendar and start looking at what you can write about.

Begin by seeing if there are any events coming up in your business, such as:

- the release of a new product
- a live workshop you're hosting
- a telesummit of which you're a guest speaker
- a birthday sale you run each year
- a sale celebrating the anniversary of your business

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This way, you can tie the topics of your articles naturally into your paid solutions and other business-growth efforts so that your articles are working to help you not just foster goodwill with readers but also to grow your business.

If you know that you'll be hosting a List-Building workshop in March, for example, with registration opening in February, your February newsletter(s) might be centered around list-building topics, such as why list-building is important, what list-building is, different forms of list-building, etc. You want to think about topics that get people interested in the workshop so that when you open registration, they're prime and ready to enroll.

Write out any events you have for the next 3-6 months. For example:

May: Telesummit Interview on Writing Ezine Articles

June: Hosting live Write Your Website Workshop

July: "Freedom" sale celebrating both the U.S. Independence Day holiday and my business' anniversary

(Don't worry if you have a blank month(s) with nothing going on. We'll fill in those blanks later.)

Write your events here, starting with the month you want to start your newsletter articles:

Month: \_\_\_\_\_ Event: \_\_\_\_\_

Month: \_\_\_\_\_ Event: \_\_\_\_\_

Month: \_\_\_\_\_ Event: \_\_\_\_\_

Month: \_\_\_\_\_ Event: \_\_\_\_\_

Month: \_\_\_\_\_ Event: \_\_\_\_\_

Month: \_\_\_\_\_ Event: \_\_\_\_\_

If you have any blank months, no worries! You can fill them in with anything from holidays to seasonal events to affiliate promotions.

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For an example of seasonal events: if you're a weight loss coach, personal trainer, etc., whose first month of articles will begin in January, now would be a great time to write about different ways readers can keep their weight-loss-oriented resolutions. Same goes with nearly any niche you serve. Business coaches can talk about keeping resolutions to make more money in their business, parenting coaches can talk about ways parents can find more time for their kids, and so on.

As mentioned previously, you can also fall back on holiday-themed newsletters if all else fails. For example, Valentine's Day is, of course, a prime time to be talking about love. A marriage coach can write an article about unique ways to show your partner you love him/her. A nutritionist might write an article about how to "fall in love" with a particularly healthy (but maybe largely ignored) fruit or vegetable (brussel sprouts, anyone? :)) by giving different ways to prepare it nutritiously AND deliciously.

Or stand out from the crowd by writing about a little-known holiday that might relate to your topic of expertise. This can be a fantastic source of ideas for any business. For instance, the Festival of Sleep Day is just asking for an article on the overall health benefits of a good night's sleep. Or, conversely, the dangers of getting too little sleep. You already know all the major holidays, or can see them listed on most any calendar. But did you know that folks are out there celebrating hundreds of obscure holidays, like National Chocolate Day (yum!)? These can be an awesome source of unique, fresh articles if you're coming up empty-handed. See the end of this worksheet for a list of obscure holidays in the U.S.

Continue filling in holidays and events until your calendar is full for the next 3-6 months. (Hint: some months may have more than one event, such as a telesummit taking place in the first half of the month and a seasonal/holiday event you want to focus on in the second half of the month. This calendar isn't meant to keep you boxed in but rather to give you an outline to ease the writing process.)

Once you have a schedule of events for the next 3-6 months, break down each month into topic ideas (refer to the 60-Minute Article Template Action Plan for brainstorming help).

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For example: Month: May Event: Telesummit Interview on Writing Ezine Articles

Article 1: Why having an ezine can almost guarantee your success

Article 2: Structure of a killer ezine article

Article 3: 3 tips to help you write ezine articles in 30 minutes or less

Article 4: 5 websites to help you brainstorm great ezine article ideas

And then at the end of each article, you would invite people to register for the telesummit and listen as you share more tips on the topic of ezine articles.

(Note: at the end of generic articles on the topic of seasonal/holiday events, your call-to-action might simply be inviting folks to comment and/or share the article, therefore building a sense of community and expanding your readership.)

Your turn to begin filling in the blanks:

Month: \_\_\_\_\_ Event: \_\_\_\_\_

Article 1: \_\_\_\_\_

Article 2\*: \_\_\_\_\_

Article 3\*: \_\_\_\_\_

Article 4\*: \_\_\_\_\_

\*Optional articles, depending on how many you've chosen to publish each month

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Month 2: \_\_\_\_\_ Event: \_\_\_\_\_

Article 1: \_\_\_\_\_

Article 2\*: \_\_\_\_\_

Article 3\*: \_\_\_\_\_

Article 4\*: \_\_\_\_\_

Month 3: \_\_\_\_\_ Event: \_\_\_\_\_

Article 1: \_\_\_\_\_

Article 2\*: \_\_\_\_\_

Article 3\*: \_\_\_\_\_

Article 4\*: \_\_\_\_\_

Month 4: \_\_\_\_\_ Event: \_\_\_\_\_

Article 1: \_\_\_\_\_

Article 2\*: \_\_\_\_\_

Article 3\*: \_\_\_\_\_

Article 4\*: \_\_\_\_\_

Month 5: \_\_\_\_\_ Event: \_\_\_\_\_

Article 1: \_\_\_\_\_

Article 2\*: \_\_\_\_\_

Article 3\*: \_\_\_\_\_

Article 4\*: \_\_\_\_\_

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Month 6: \_\_\_\_\_ Event: \_\_\_\_\_

Article 1: \_\_\_\_\_

Article 2\*: \_\_\_\_\_

Article 3\*: \_\_\_\_\_

Article 4\*: \_\_\_\_\_

And there you have it; up to 6 months' worth of article topics, lickety split! Now, get out there and share your genius with the world. :)

Best wishes,

Tammi

Here's that list of obscure holidays in the U.S. I mentioned earlier (thanks to <http://www.holidayscalendar.com/holidays/weird/> for the list, and check them out for holidays in other nations as well, or do a Google search for obscure holidays in your country):

Wednesday, January 1	Celebrate those whose last names begin with Z
Thursday, January 2	National Run it Up the Flagpole and See if Anyone Salutes Day
Friday, January 3	Festival of Sleep Day
Saturday, January 4	Trivia Day
Sunday, January 5	Bird Day
Monday, January 6	Bean Day
Tuesday, January 7	Old Rock Day

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Wednesday, January 8	Bubble Bath Day
Friday, January 10	Peculiar People Day
Monday, January 13	National Rubber Duckie Day
Tuesday, January 14	National Dress Up Your Pet Day
Thursday, January 16	National Nothing Day
Friday, January 17	National Ditch New Year's Resolutions Day
Saturday, January 18	Winnie the Pooh Day
Sunday, January 19	National Popcorn Day
Friday, January 24	Beer Can Appreciation Day
Saturday, January 25	National Opposite Day
Tuesday, January 28	Fun at Work Day
Friday, January 31	Inspire your Heart with Art Day
Saturday, February 1	Hula in the Coola Day
Monday, February 3	The Day the Music Died Day
Tuesday, February 4	Create a Vacuum Day
Wednesday, February 5	National Weatherman's Day



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Thursday, February 6	Lame Duck Day
Friday, February 7	Send a Card to a Friend Day
Saturday, February 8	Kite Flying Day
Sunday, February 9	Toothache Day
Monday, February 10	Umbrella Day
Tuesday, February 11	Don't Cry over Spilled Milk Day
Wednesday, February 12	National Plum Pudding Day
Thursday, February 13	Get a Different Name Day
Friday, February 14	Ferris Wheel Day
Saturday, February 15	National Gum Drop Day
Monday, February 17	Random Acts of Kindness Day
Tuesday, February 18	National Battery Day
Thursday, February 20	Hoodie Hoo Day
Saturday, February 22	Be Humble Day
Wednesday, February 26	Tell a Fairy Tale Day
Friday, February 28	National Tooth Fairy Day

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Saturday, March 1	National Pig Day
Sunday, March 2	Old Stuff Day
Monday, March 3	I Want You to be Happy Day
Tuesday, March 4	Holy Experiment Day
Thursday, March 6	National Frozen Foods Day
Sunday, March 9	Panic Day
Tuesday, March 11	Johnny Appleseed Day
Thursday, March 13	Ear Muffs Day
Friday, March 14	National Potato Chip Day
Saturday, March 15	Buzzards' Day
Sunday, March 16	Everything you do is Right Day
Monday, March 17	Submarine Day
Wednesday, March 19	Corn Dog Day
Thursday, March 20	National Alien Abductions Day
Saturday, March 22	International Goof Off Day
Sunday, March 23	National Chip and Dip Day

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Monday, March 24	National Chocolate Covered Raisins Day
Tuesday, March 25	Pecan Day
Wednesday, March 26	Make Up Your Own Holiday Day
Tuesday, April 1	National Fun Day/ Fun at Work Day
Wednesday, April 2	International Children's Book Day
Wednesday, April 2	Tweed Day
Sunday, April 6	Sorry Charlie Day
Monday, April 7	No Housework Day
Thursday, April 10	National Siblings Day
Friday, April 11	Barbershop Quartet Day
Monday, April 14	International Moment of Laughter Day
Tuesday, April 15	National That Sucks Day
Thursday, April 17	Blah Blah Blah Day
Tuesday, April 22	National Jelly Bean Day
Wednesday, April 23	Talk Like Shakespeare Day
Saturday, April 26	Hug an Australian Day

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Sunday, April 27	Babe Ruth Day
Wednesday, April 30	National Honesty Day
Thursday, May 1	Mother Goose Day
Saturday, May 3	Lumpy Rug Day
Sunday, May 4	Star Wars Day
Tuesday, May 6	No Diet Day
Thursday, May 8	No Socks Day
Sunday, May 11	Eat What You Want Day
Monday, May 12	Limerick Day
Tuesday, May 13	Frog Jumping Day
Wednesday, May 14	National Chicken Dance Day
Thursday, May 15	National Chocolate Chip Day
Friday, May 16	National Sea Monkey Day
Saturday, May 17	Pack Rat Day
Sunday, May 18	Visit Your Relatives Day
Wednesday, May 21	National Waiters and Waitresses Day

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Sunday, May 25	National Tap Dance Day
Saturday, May 31	World Tobacco Day
Monday, June 2	National Go Barefoot Day
Thursday, June 5	World Environment Day
Saturday, June 7	National Chocolate Ice Cream Day
Monday, June 9	Donald Duck Day
Tuesday, June 10	Iced Tea Day
Wednesday, June 18	National Splurge Day
Thursday, June 19	World Sauntering Day
Saturday, June 21	Go Skating / Skateboarding Day
Wednesday, July 2	I Forgot Day
Thursday, July 3	Compliment Your Mirror Day
Monday, July 7	Chocolate Day
Thursday, July 10	Teddy Bear Picnic Day
Friday, July 11	World Population Day
Sunday, July 13	Embrace Your Geekness Day

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Monday, July 14	International Nude Day
Thursday, July 17	National Ice Cream Day
Tuesday, July 22	Rat-Catcher's Day
Thursday, July 24	Cousins' Day
Friday, July 25	Thread the Needle Day
Sunday, July 27	Take Your Plants for a Walk Day
Monday, July 28	National Milk Chocolate Day
Tuesday, July 29	National Lasagna Day
Wednesday, July 30	National Cheesecake Day
Sunday, August 3	National Watermelon Day
Thursday, August 7	National Lighthouse Day
Sunday, August 10	National S'mores Day
Monday, August 11	President's Joke Day
Wednesday, August 13	International Lefthander's Day
Friday, August 15	National Relaxation Day
Saturday, August 16	Joke Day

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Sunday, August 17	National Thrift Shop Day
Monday, August 18	Bad Poetry Day
Friday, August 22	Be An Angel Day
Sunday, August 24	Vesuvius Day
Monday, August 25	Kiss and Make Up Day
Tuesday, August 26	National Dog Day
Wednesday, August 27	Race Your Computer Mouse / Mice Day
Friday, August 29	More Herbs Less Salt Day
Saturday, August 30	National Toasted Marshmallow Day
Monday, September 1	Emma M. Nutt Day
Thursday, September 4	Newspaper Carrier Day
Friday, September 5	Be Late for Something Day
Sunday, September 7	Neither Rain Nor Snow Day
Wednesday, September 10	Swap Ideas Day
Monday, September 15	Felt Hat Day
Tuesday, September 16	Mayflower Day

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Wednesday, September 17	National Eat an Apple / Apple Dumpling Day
Monday, September 22	Elephant Appreciation Day
Friday, September 26	Johnny Appleseed Day
Sunday, September 28	National Good Neighbor Day
Wednesday, October 1	World Vegetarian Day
Monday, October 6	Mad Hatter Day
Tuesday, October 7	World Smile Day
Sunday, October 12	International Moment of Frustration Day
Tuesday, October 14	Be Bald and Be Free Day
Wednesday, October 15	White Cane Safety Day
Thursday, October 16	Dictionary Day
Wednesday, October 22	Make a Difference Day
Thursday, October 23	National Mole Day
Thursday, October 30	National Candy Corn Day
Monday, November 3	Sandwich Day
Thursday, November 6	Saxophone Day



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Friday, November 7	Bittersweet Chocolate with Almonds Day
Saturday, November 8	Cook Something Bold and Pungent Day
Thursday, November 13	World Kindness Day
Monday, November 17	Homemade Bread Day
Wednesday, November 19	Have a Bad Day Day
Friday, November 21	World Hello Day
Sunday, November 23	National Cashew Day
Tuesday, November 25	National Parfait Day
Saturday, November 29	National Day of Listening
Saturday, November 29	E-Greetings Day
Saturday, November 29	Square Dance Day
Sunday, November 30	Stay at Home Because You are Well Day
Monday, December 1	Eat a Red Apple Day
Tuesday, December 2	National Fritters Day
Thursday, December 4	National Cookie Day
Friday, December 5	Day of the Ninja

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Friday, December 5	Bathtub Day
Saturday, December 6	National Gazpacho Day
Sunday, December 7	National Cotton Candy Day
Tuesday, December 9	Today
Friday, December 12	Pointsettia Day
Tuesday, December 16	National Chocolate Covered Anything Day
Wednesday, December 17	National Maple Syrup Day
Tuesday, December 23	Festivus
Wednesday, December 31	Make Up Your Mind Day