MODULE 8: CONTENT: PHOTO, VIDEO AND WRITING

Your one-season content calendar

Lesson: Module 8 workshop: a content calendar for one season · about 20 minutes

Build a dated 13-week calendar you can actually keep.

Your business (name, service, main city):

1. **Choose your 13-week season and write a one-sentence goal naming who you want to reach and what you want them to do, with a number.**

2. **Do the arithmetic: weekly hours, total minutes, reserve for replies, time for guides, and the number of other pieces you can produce.**

3. **Name three or four content pillars and your show, teach and prove balance for this season.**

4. **List your available raw material and the key GTA dates that fall in your season.**

5. **Write the anchor piece and supporting pieces for each of the first six weeks.**

6. **Set your weekly production block, who does what, and the three checkpoint dates with the measures you will record.**

Check: can you now

- Set a seasonal content goal and convert a weekly time budget into a realistic number of pieces
- Map raw material, anchor events and GTA calendar dates onto a 13-week plan
- Produce a dated content calendar balanced across show, teach and prove, with a batching routine and checkpoints

One change you will make this week