



Why You Must Have An Editorial Calendar

WITH AMBER TEMERITY

ABOUT AMBER

Amber Temerity is a digital marketing strategist and six-figure blogging mentor; she helps women profit from their passions and learn to streamline their money-making systems. When she's not working, she's tending to the needs of her 4 year old preschooler and 6 year old kindergartner.

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[00:00:07.310] - Liz Stapleton, Host

One tool every blogger should use. Here's a hint. It's not one you need to sign up for, and it doesn't actually cost you anything. In fact, it's something you put together yourself. Figured out yet? Well, I'm not going to make you wait long. It's an editorial calendar, and it is invaluable to any blogger. And in this episode, you're going to find out why.

[00:00:27.350] - Liz

Hey, I'm Liz Stapleton, host of the Blogger Breakthrough Summit, and this is our podcast where I share tidbits and tips from our fabulous Summit speakers so that you can improve your blogging business so that you can work less and earn more.

[00:00:43.370] - Liz

In today's episode, I'm really excited to share some tips from Amber Tamarity on why an editorial calendar is the tool every blogger should have. She talked about this at the 2020 Blogger Breakthrough Summit, and I'm going to let you dive in, so you can find out why.

[00:00:58.850] - Amber Temerity

The first words to come out of my mouth. The first thing that I say when it comes to finding success in marketing your blog is to always have an editorial calendar. And I say this even for my clients that aren't bloggers, it makes for an exceptionally amazing marketing tool. And so when you are looking at building that editorial calendar, you will consider the seasons, you'll consider what's going on when. Obviously you want to identify your target market and think about their own personal timelines. If you're in the health and fitness industry, for example, then obviously, January is going to be a big boom for you as people talk about their New Year's resolutions and wanting to live healthy.

[00:01:44.030] - Amber

Or if you target moms, then right after the back-to-school craziness, that's when they're really able to sit down and take a breath and focus on whatever it might be reading your blog, or maybe signing up for your email list or even buying from you. Ideally, right? Or clicking through those affiliate links, you need to think about the timeline.

[00:02:05.570] - Liz

Okay, hopefully, this episode has given you some ideas for what to add to your own editorial calendar. Be sure to join me next time when we dive into how to build your content calendar from scratch. I'll catch you then.