

# Create A Content Calendar For Next Year



*Presented by*  
**@CaelanHuntress**



**STELLAR**  
P L A T F O R M S

[StellarPlatforms.com/Calendar](https://StellarPlatforms.com/Calendar)



# Plan A Year Of Content





# Masterclass Agenda

- ◆ Simple strategies to plan a year of content
- ◆ Production techniques to cut down on your time spent writing
- ◆ Fill-in-the-blank formulas to create headlines that get clicked
- ◆ Simple blog post formulas that make article writing easy
- ◆ Practical techniques to send one post everywhere

# Content Calendar Workbook



*Caelan Huntress*



# What is a Platform?





# What is a Platform?

A collection of ideas and offerings delivered by an individual person.





Something to  
SAY

Something to  
SELL





# 4 Problems:





1

# Writing is time consuming





2

Don't know what to write next



3

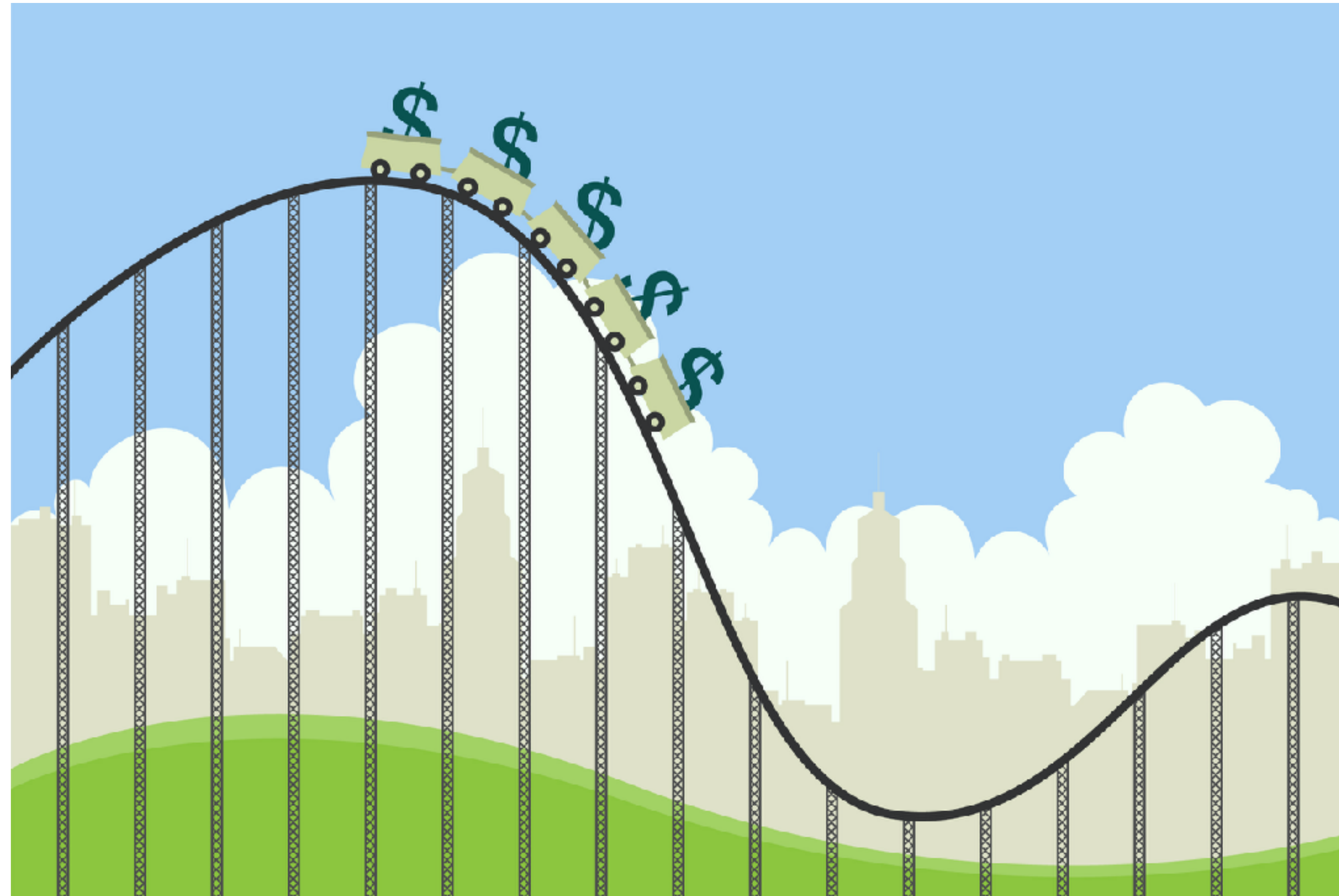
Don't know what's going to work





# 4

# Content Doesn't Produce Results



# 4 Problems:

1. Takes lots of time
2. Writers block
3. Don't know what works
4. No financial results



# Schedule Topics In Advance





# Saturday Blogging





# Content Calendar





# Content Calendar - Masterclasses

## Live Trainings: How to Turn Your Email Subscribers Into Buyers

DETAILS:  
Thursday 30 Jan 1PM PT /  
Friday 31 Jan 10AM NZ Time



with Caelan Huntress  
of Stellar Platforms



## Live Masterclass: Work From Home Like A Boss

DETAILS:  
Tuesday, 7 April 2 PM Pacific Time /  
Wednesday, 8 April 9AM NZ Time



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of Stellar Platforms



## Live Masterclass: Zoom #A11y: Making Virtual Meetings Accessible

DETAILS:  
Wed, 22 July 10AM NZT /  
Tue, 21 July 3PM PST



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of Stellar Platforms



## Live Masterclass: Mapping The Customer Journey Of The Hero

DETAILS:  
Tue, 16 October 11am NZT /  
Wed, 15 October 4pm PST



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of Stellar Platforms



## Live Masterclass: Research Your Competition For Fun & Profit

DETAILS:  
Thursday 20 Feb 1pm PT /  
Friday 21 Feb 10AM NZ Time



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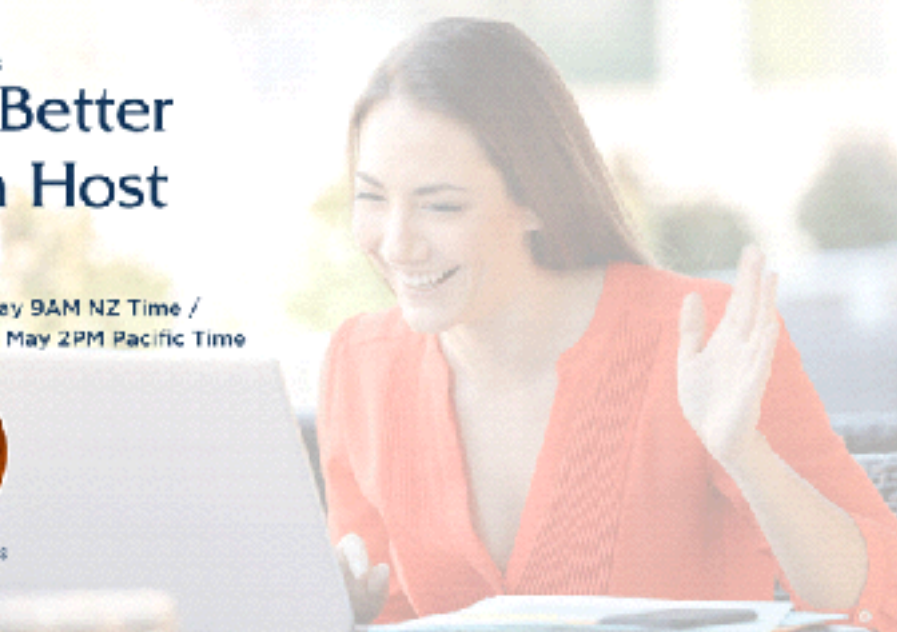


## Live Masterclass: Be A Better Zoom Host

DETAILS:  
Thursday, 14 May 9AM NZ Time /  
Wednesday, 13 May 2PM Pacific Time



with Caelan Huntress  
of Stellar Platforms



## Live Masterclass: Remote Culture, Communication, & Collaboration

DETAILS:  
Thurs, 18 June 9AM NZT /  
Wed, 17 June 2PM PST



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of Stellar Platforms



## Live Masterclass: Create A Content Calendar For 2021

DETAILS:  
Wed, 11 November 10am NZT /  
Tue, 10 November 1pm PST



with Caelan Huntress  
of Stellar Platforms



## Live Masterclass: Get More Referrals & Testimonials With Great Questions

DETAILS:  
Wednesday 18 March 2pm PT /  
Thursday 19 March 10AM NZ Time



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of Stellar Platforms



## Live Masterclass: 10 Fun Games To Play On Zoom

DETAILS:  
Thu, 20 August 9:30am NZT /  
Wed, 19 August 2:30pm PST



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of Stellar Platforms



## Live Masterclass: Personal Brand vs Business Brand

DETAILS:  
Tue, 15 September 10am NZT /  
Wed, 14 September 3pm PST



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of Stellar Platforms



## Live Masterclass: Plan For Success By Setting SMART Goals

DETAILS:  
Wed, 30 December 10am NZT /  
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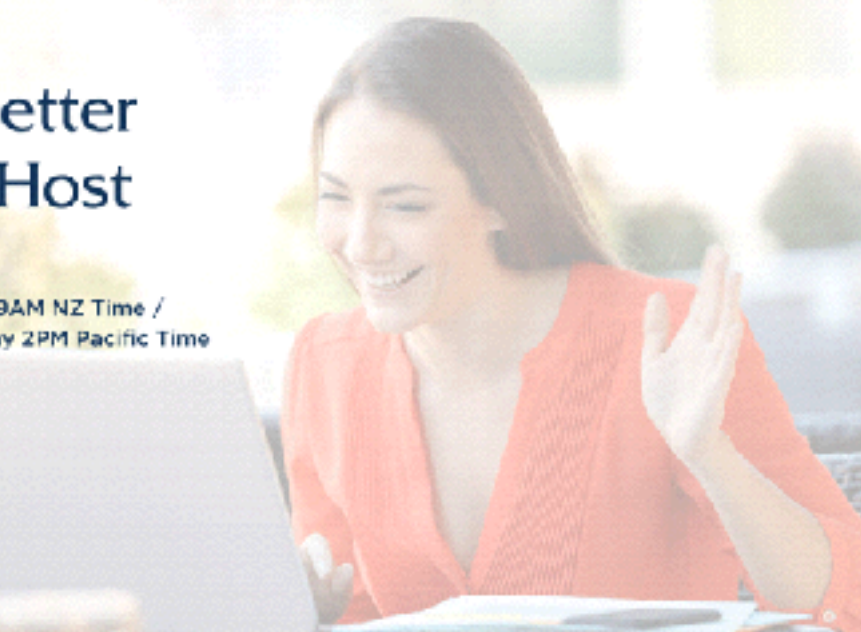


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# Marketing Yourself



# Marketing Yourself Book Production Plan

<https://trello.com/b/wsUaHpuy/book-marketing-yourself>



DE AFC

REO — ☐ — OFF  
NO — ☐ — ON

FM STEREO  
M-AM TUNER



STEREO

FM 88 92 96 100 104 108 MHz  
AM 530 600 700 800 1000 1200 1400 1600 kHz

TUNING

AUX

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PHONO

MONITOR

MODE

HI-FILTER LOUDNESS

SOURCE — ☐ — STEREO — ☐ — OFF — ☐ — OFF  
TAPE — ☐ — MONO — ☐ — ON — ☐ — ON

FUNCTION

BASS

TREBLE

BALANCE

VOLUME

AMPLIFIER



# Thinking and Doing





# 30,000 Feet vs Ground Level





# Thinking and Doing





# Content Calendar Thinking

- ◆ When do you write? Schedule it
- ◆ Where do you publish first? Identify it.
- ◆ Where do you syndicate? Plan it.
- ◆ What will you write? List it.
- ◆ Who will help you promote it? Name them.
- ◆ Why will your audience care? Clarify it.



# It's Easy When You Make It Easy





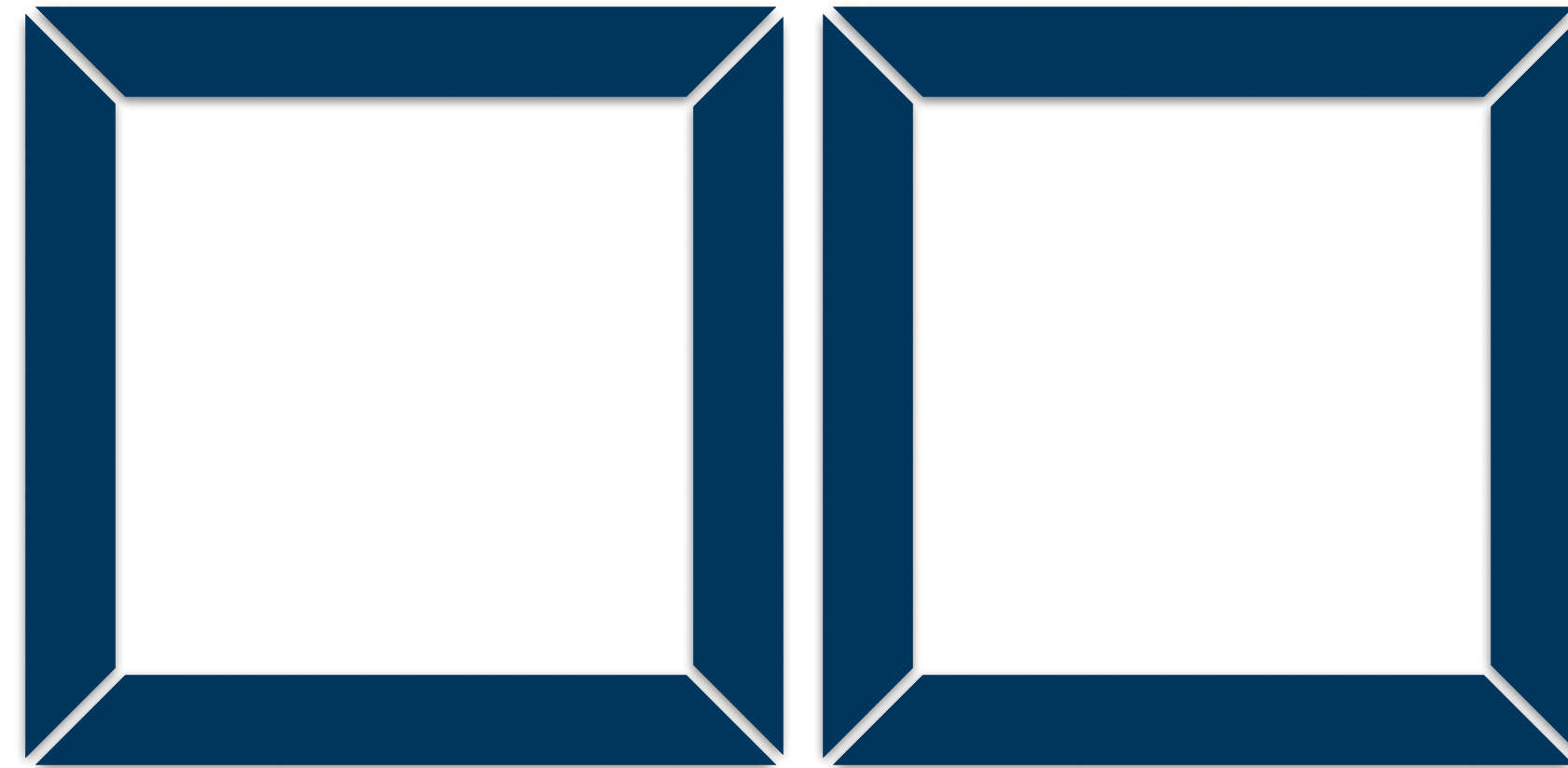
# 30,000 Feet vs Ground Level



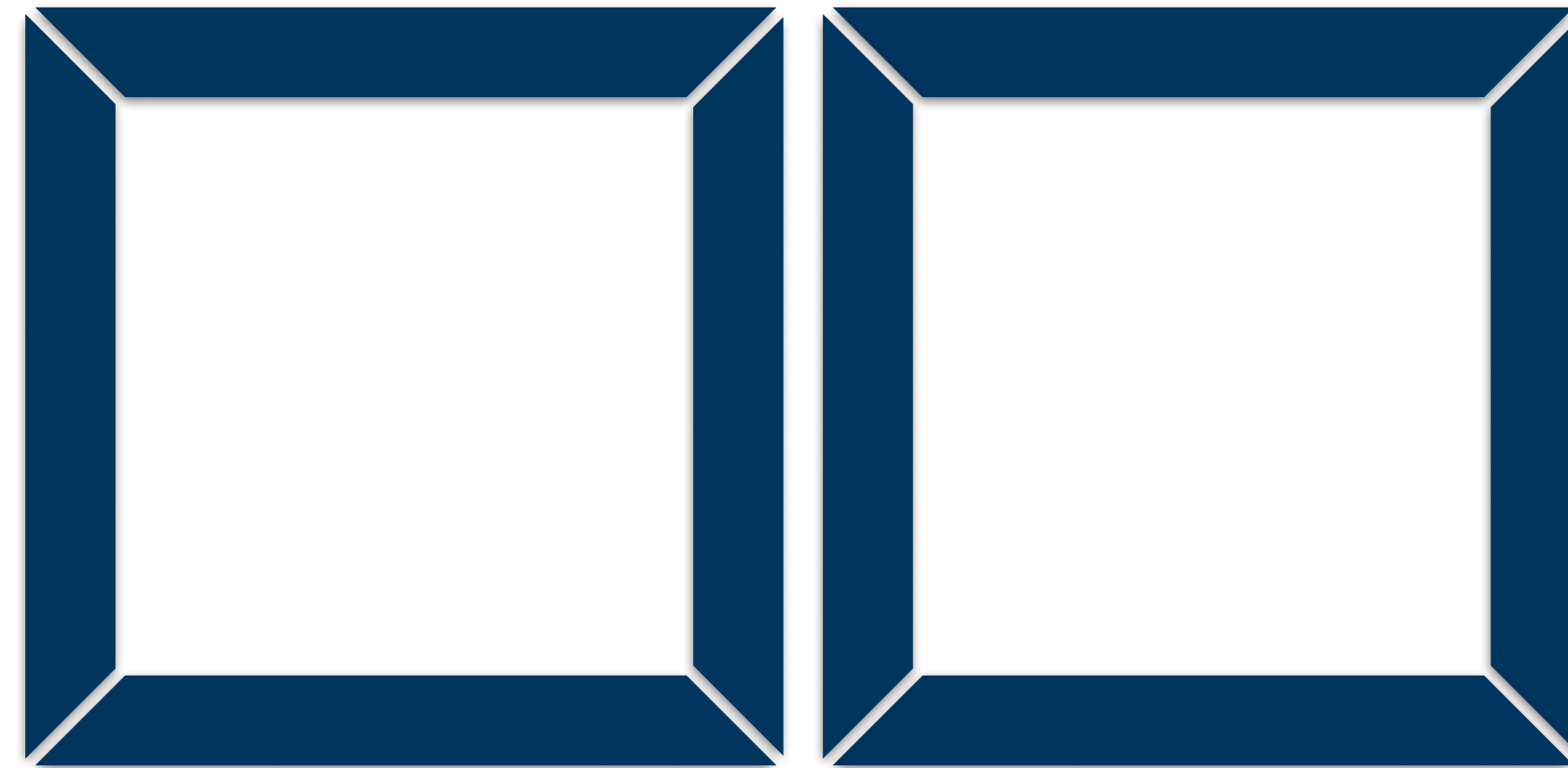


# Mindsets and Roles

Thinking

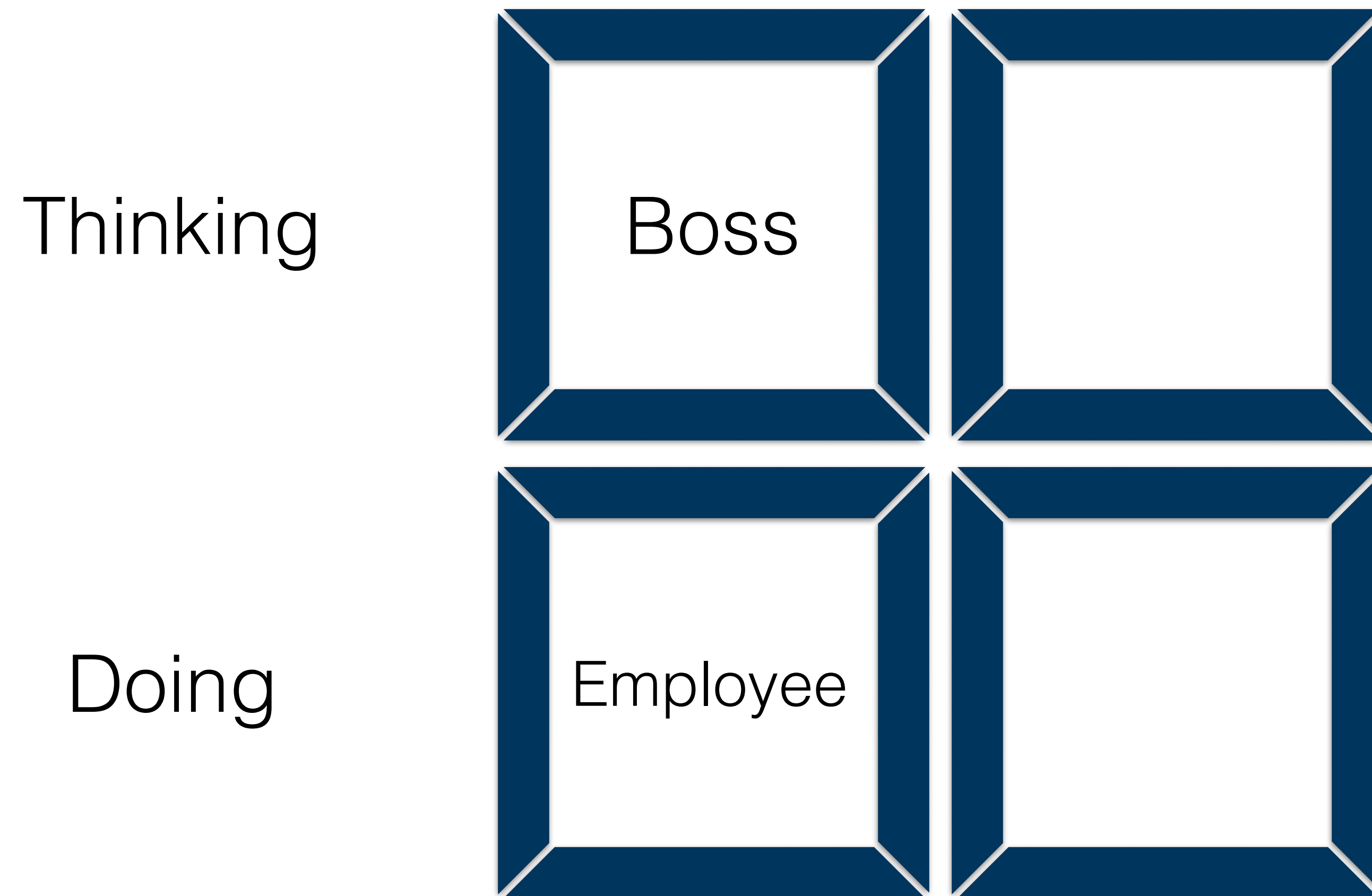


Doing



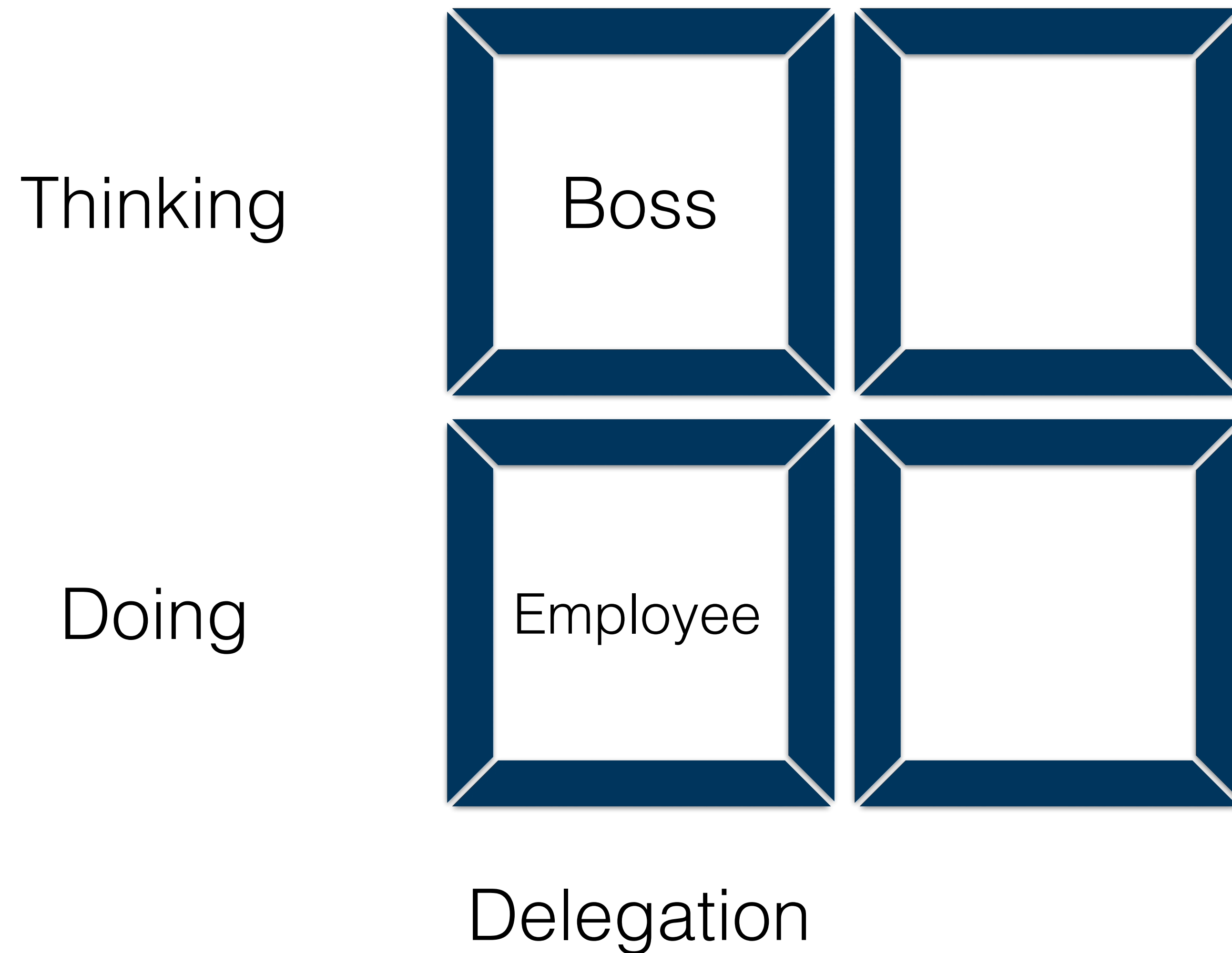


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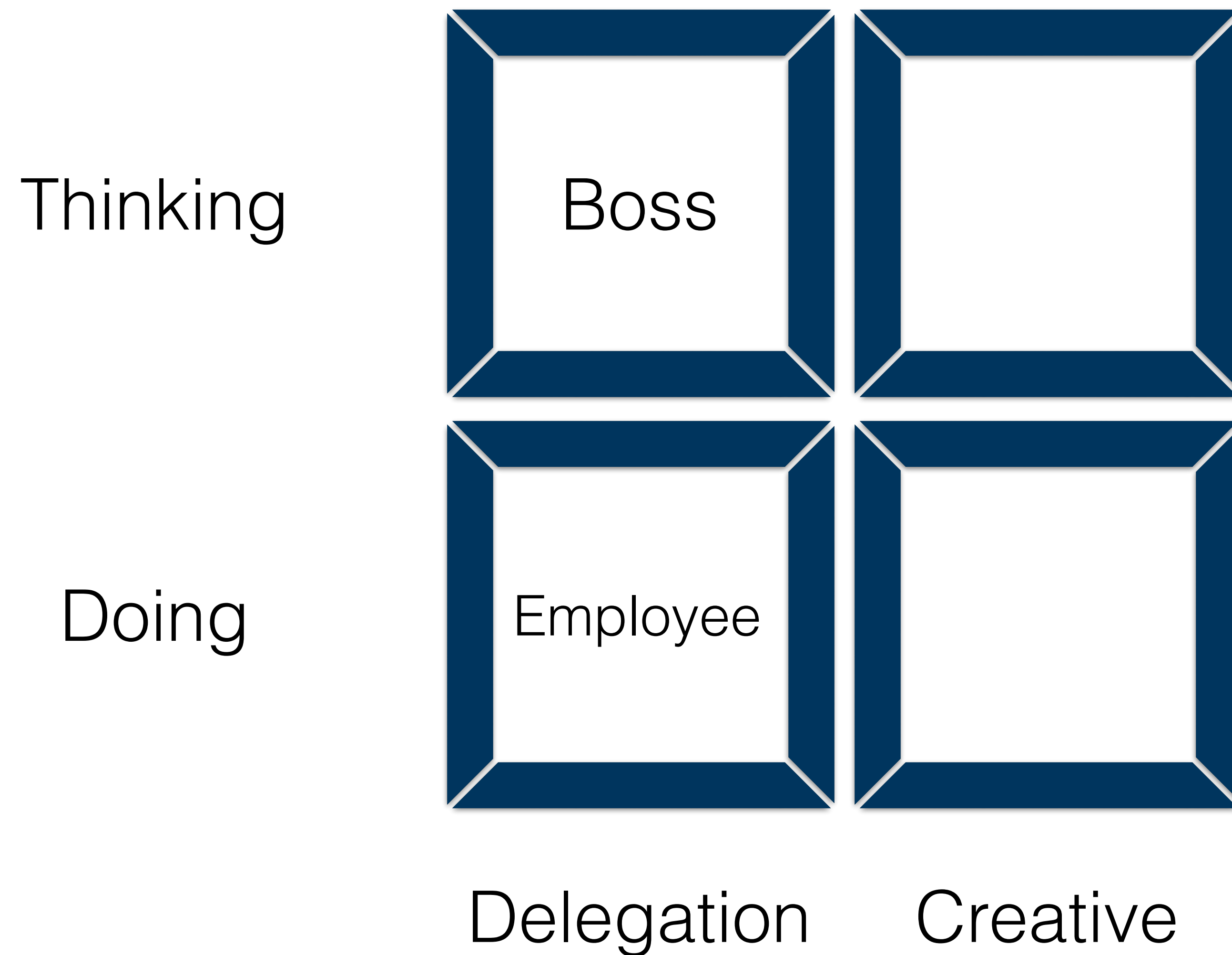


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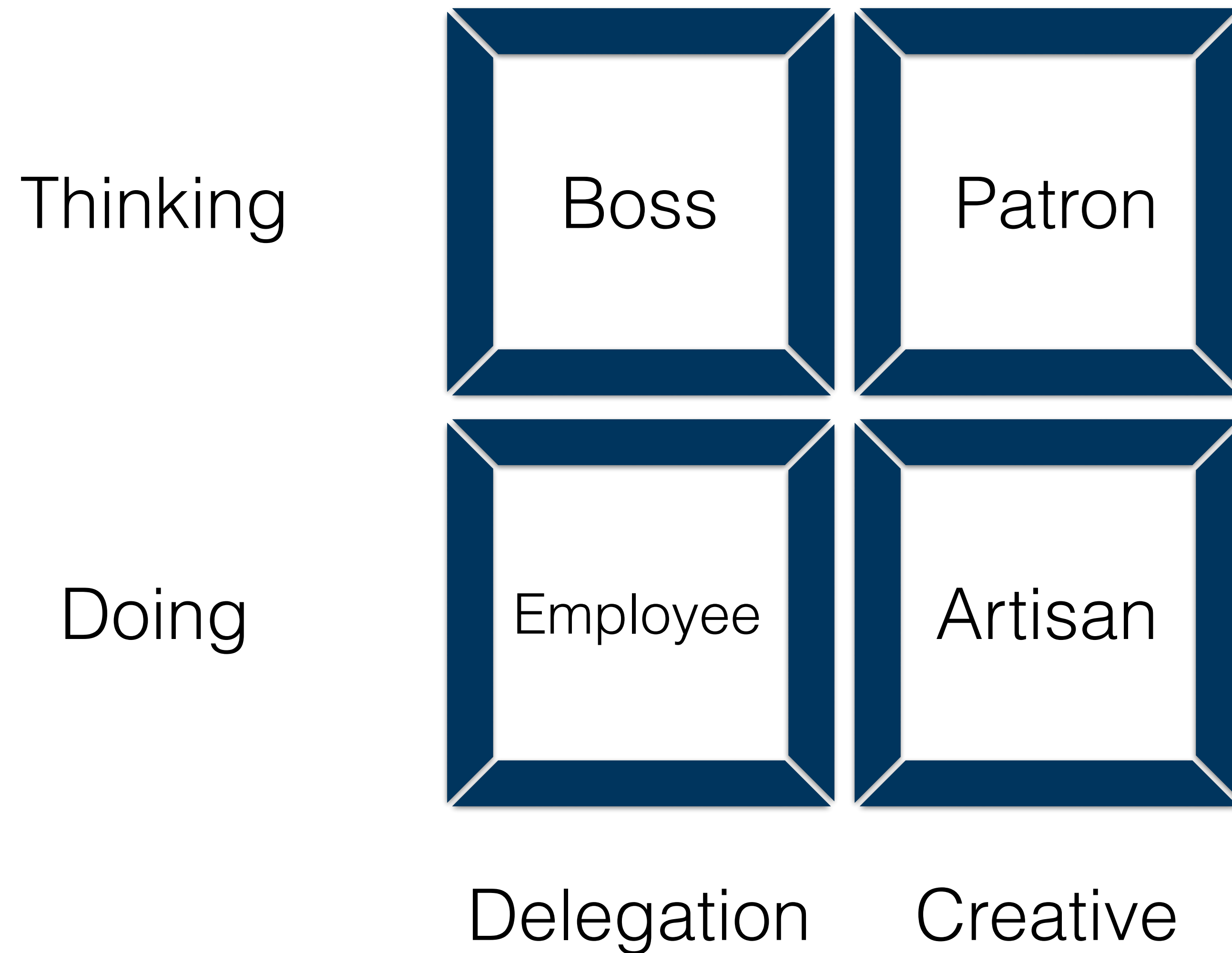


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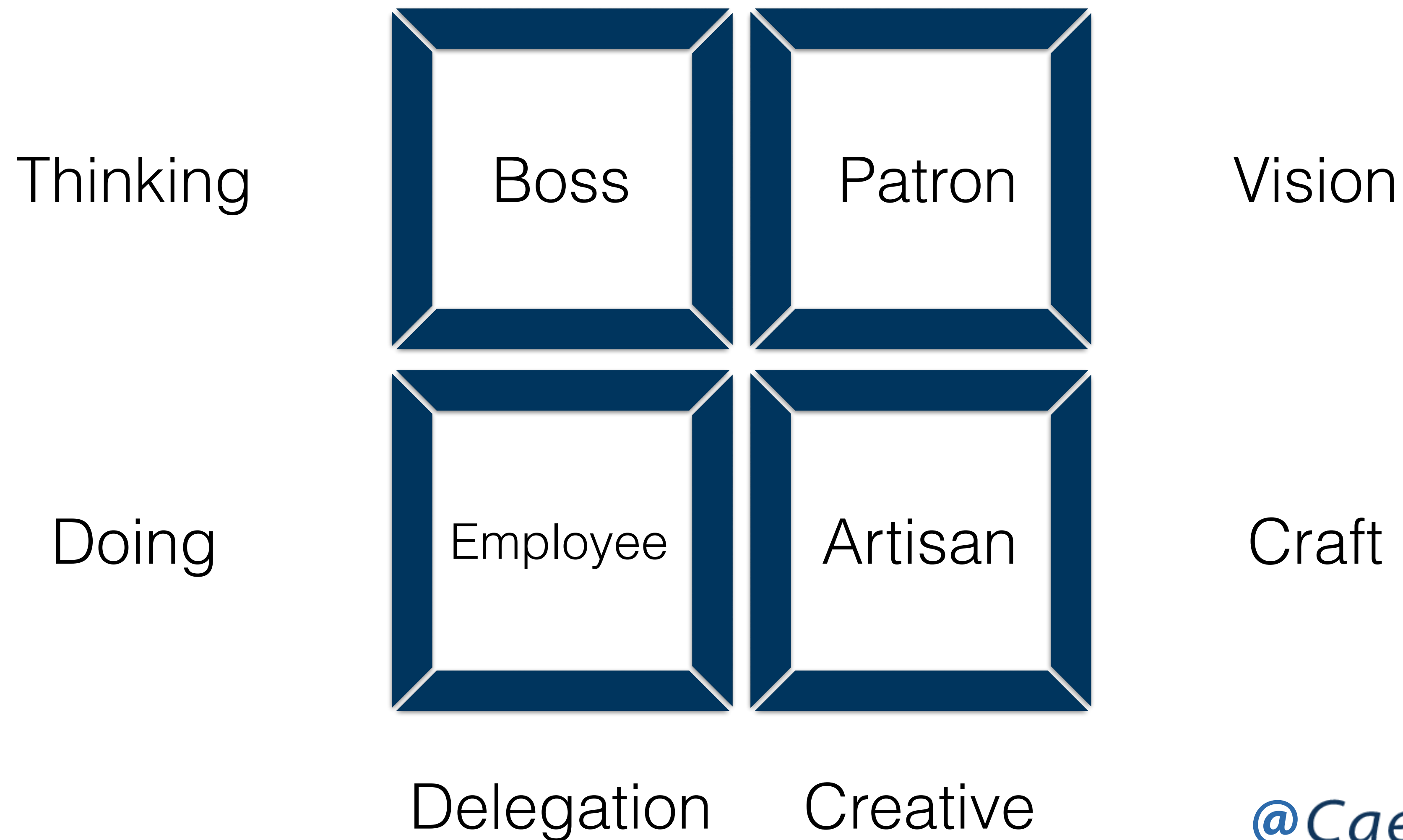


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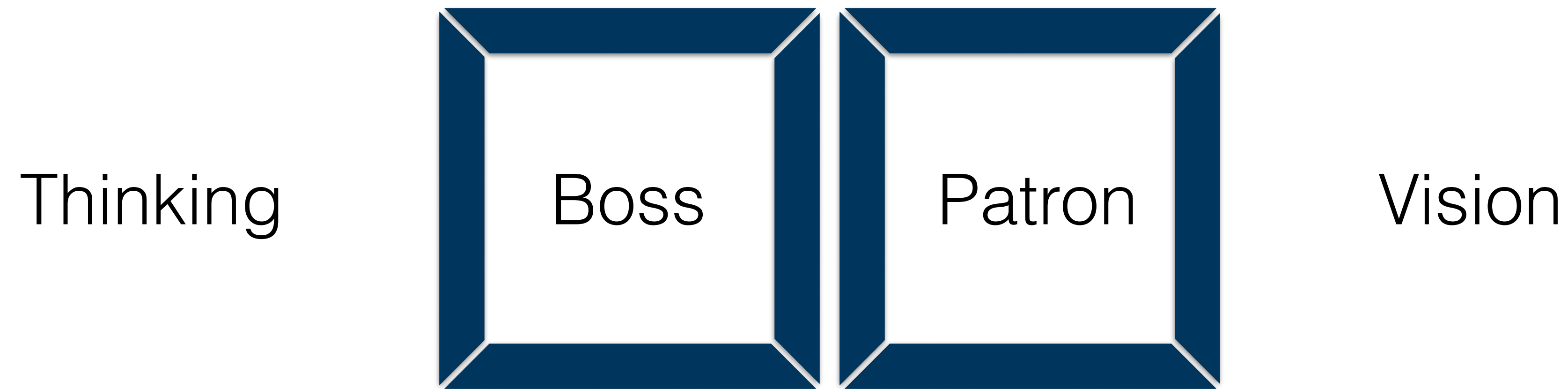


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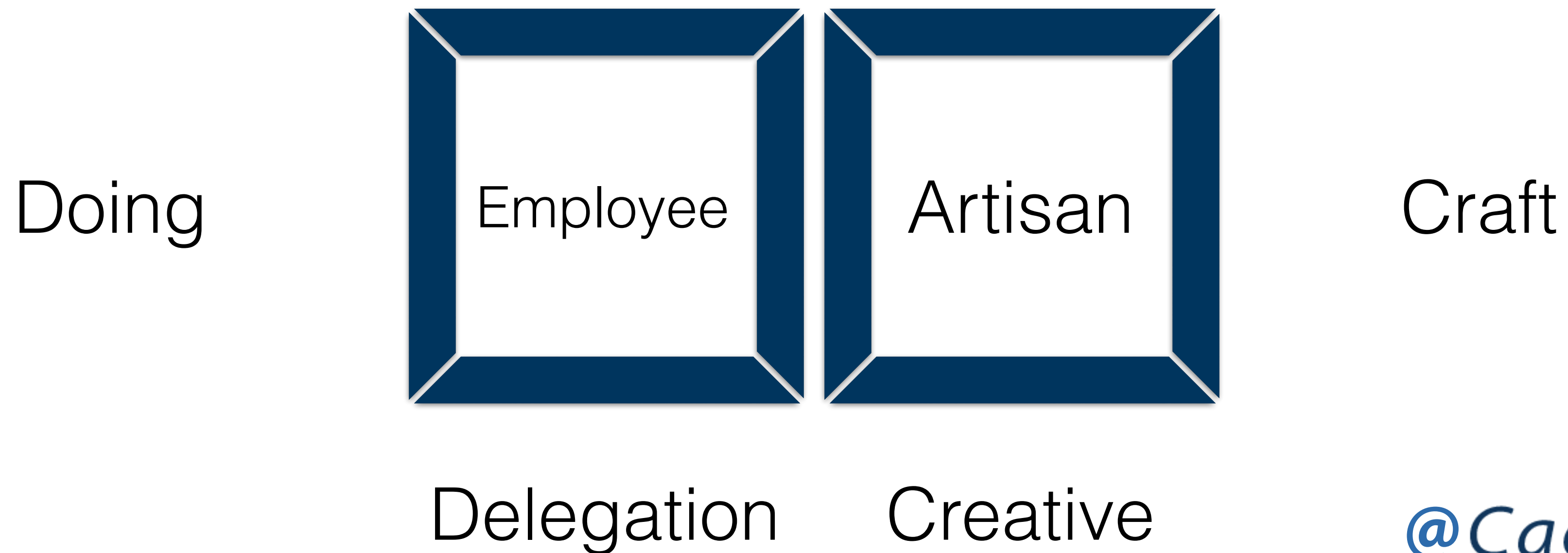
# Mindsets and Roles



Delegation Creative



# Mindsets and Roles





# 30,000 Feet vs Ground Level



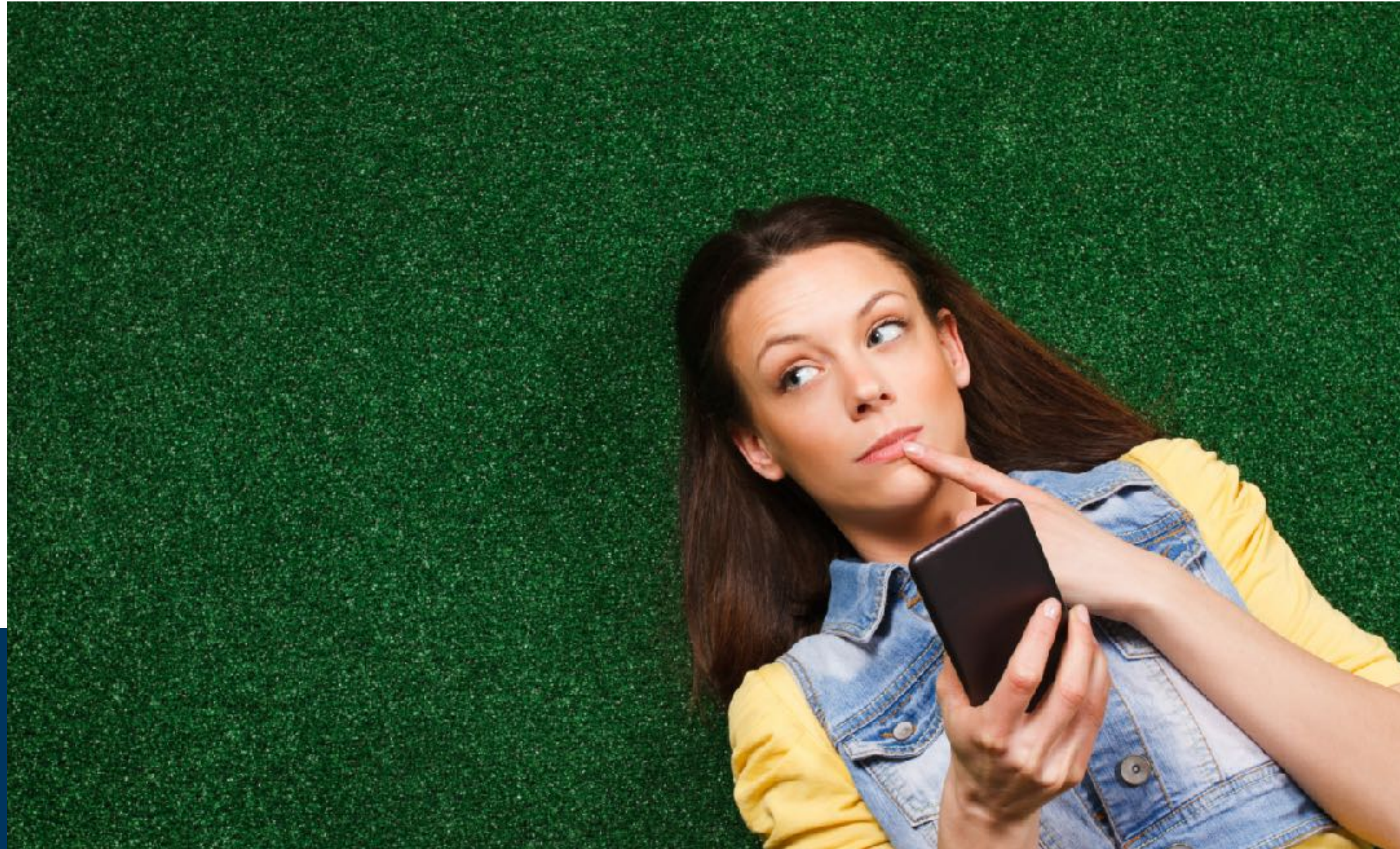


“Use your creativity and mental horsepower to figure out how to do the work, not what the work is.”



- Charlie Gilkey





# How Often Do You Publish?



# Publishing Style

Predictable

Planned

Reflective

Reactive



# Publishing Style

## Trust

Predictable
Planned
Reflective
Reactive

X 8

X 4

X 2

X 1



# Publishing Style

## Write About

## Trust

Your Audience's Problems

Predictable

X 8

Stories about Audience

Planned

X 4

Stories about Self

Reflective

X 2

Reply to comments

Reactive

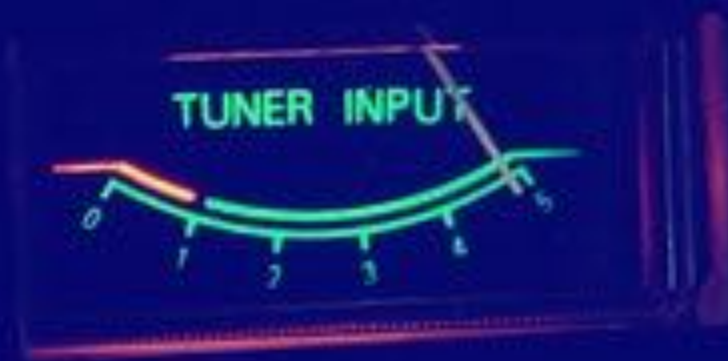
X 1



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TREBLE

BALANCE

VOLUME

AMPLIFIER



# Authenticity vs Automation





# Authenticity vs Automation

```
Welcome to

      EEEEE LL      IIII ZZZZZZZ AAAAA
      EE    LL      II   ZZ   AA  AA
      EEEEE LL      II   ZZZ  AAAAAA
      EE    LL      II   ZZ   AA  AA
      EEEEE LLLLLL IIII ZZZZZZZ AA  AA

Eliza is a mock Rogerian psychotherapist.
The original program was described by Joseph Weizenbaum in 1966.
This implementation by Norbert Landsteiner 2005.

ELIZA: Is something troubling you ?
YOU:   Men are all alike.
ELIZA: What is the connection, do you suppose ?
YOU:   They're always bugging us about something or other.
ELIZA: Can you think of a specific example ?
YOU:   Well, my boyfriend made me come here.
ELIZA: Is it important to you that your boyfriend made you come here ?
YOU:   He says I'm depressed much of the time.
ELIZA: I am sorry to hear that you are depressed.
YOU:   It's true. I am unhappy.
ELIZA: Can you explain what made you unhappy ?
YOU:   █
```



# Authenticity vs Automation

```
Welcome to

      EEEEE LL      IIII ZZZZZZ  AAAA
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Chatbots cut costs by 30%



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YOU:   █
```

Chatbots cut costs by 30%

Chatbots can lower sales by 80%



# Authenticity vs Automation

12 positive experiences were necessary  
to offset 1 unresolved experience



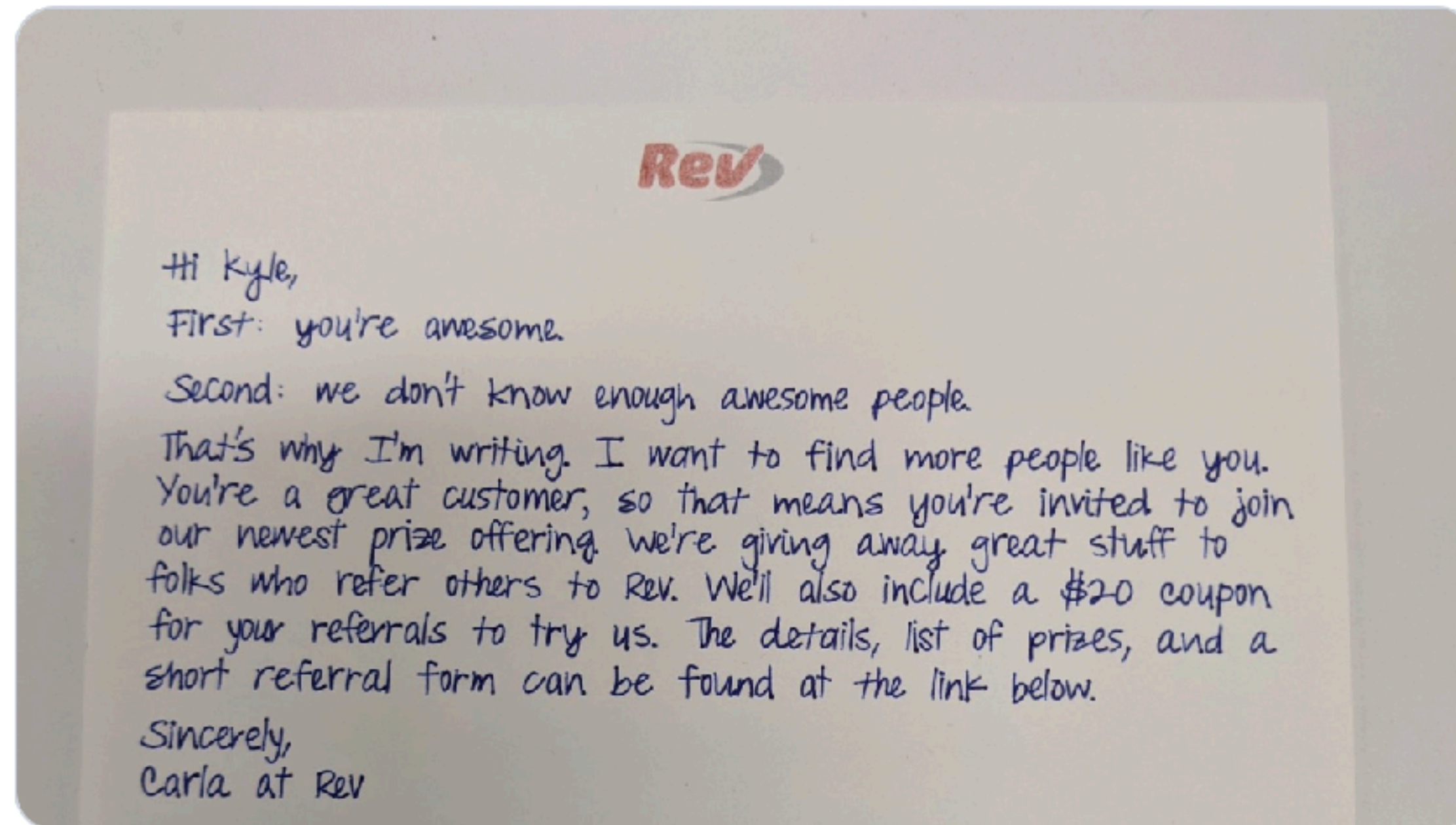
# Authenticity vs Automation



**Pe:p Laja**  @peeplaja · 1h

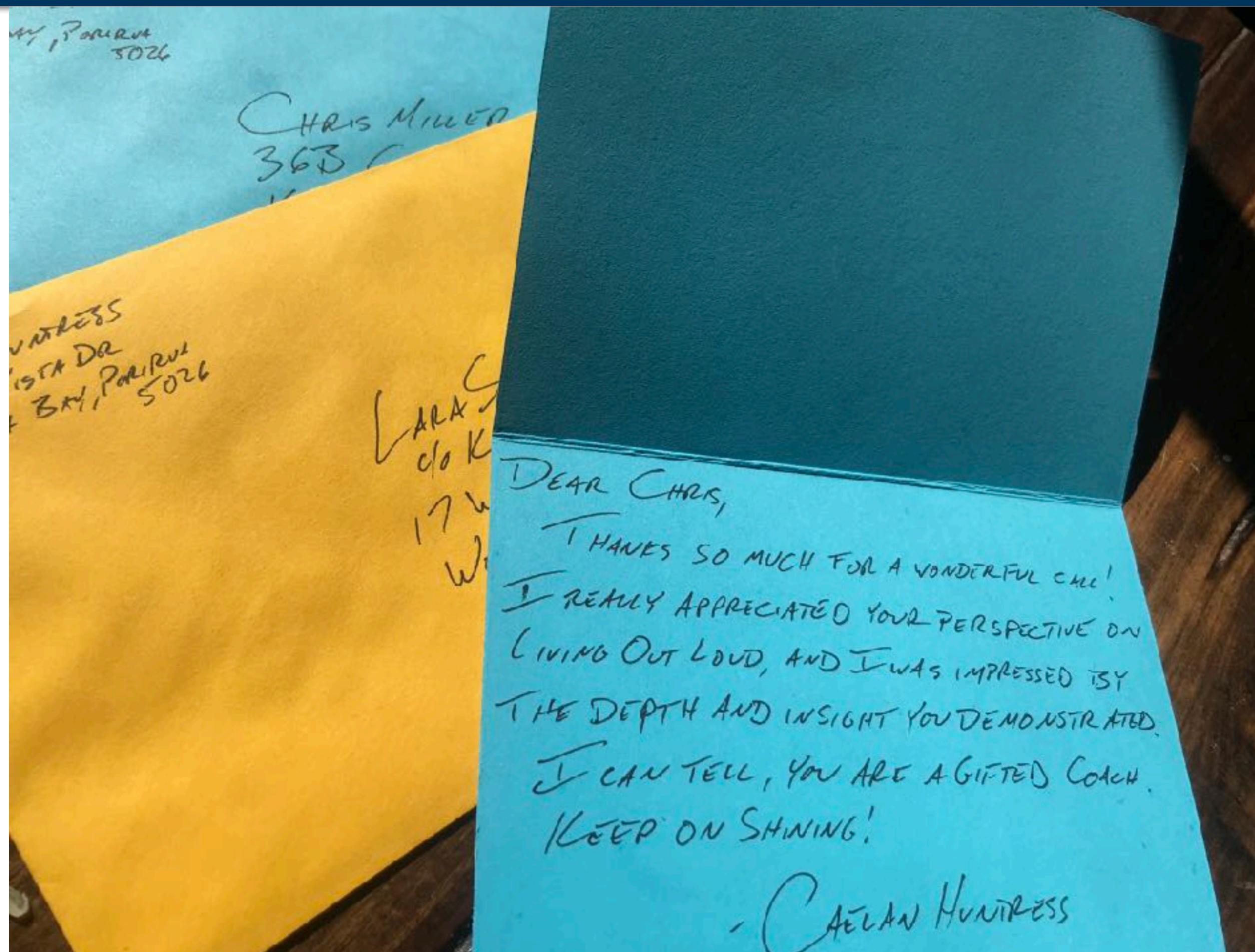
Real handwriting, or fake?

OBVIOUSLY fake. So it's backfiring. If you can't do a real handwritten letter, don't try to fake it. So lame.



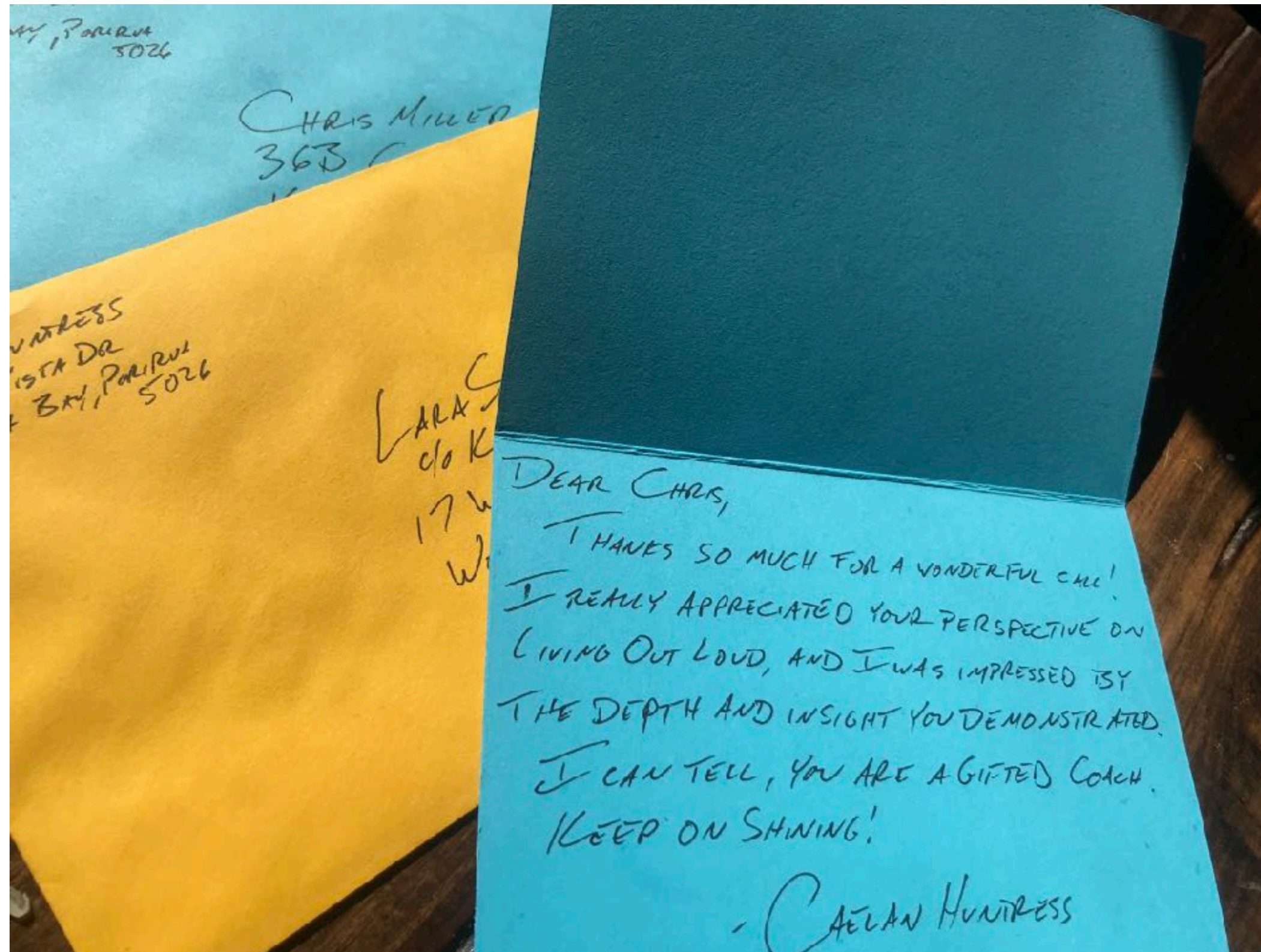


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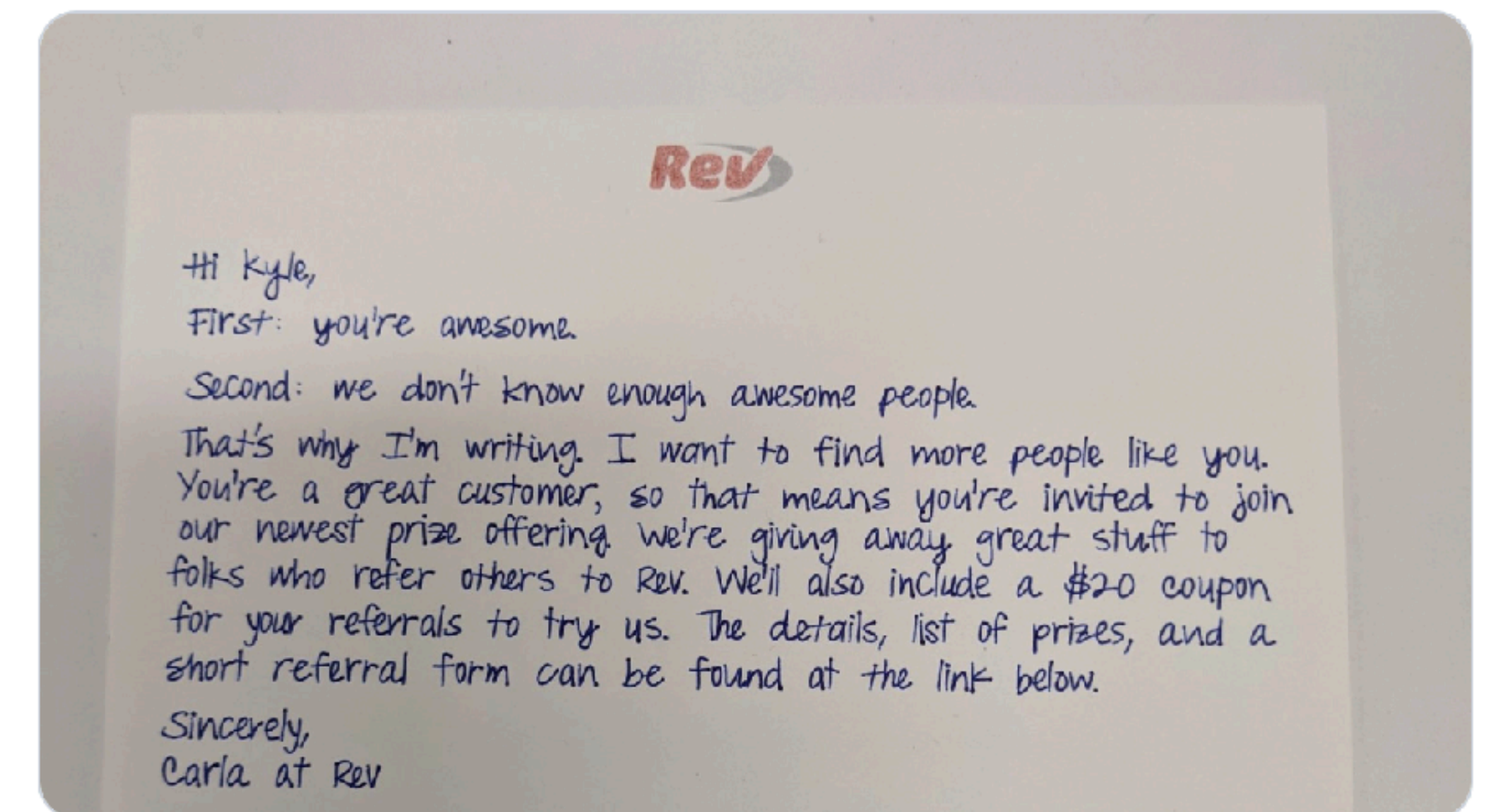
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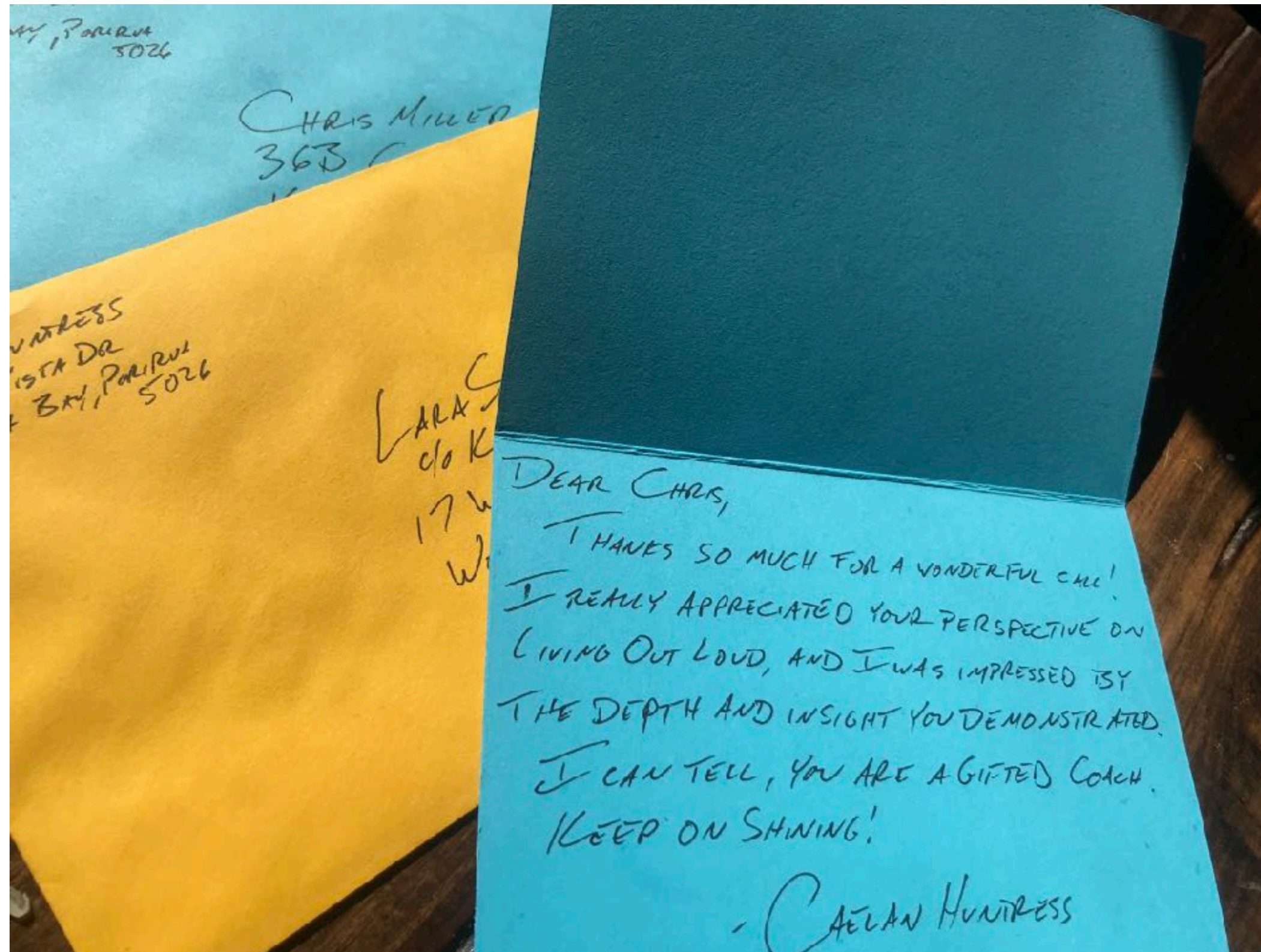


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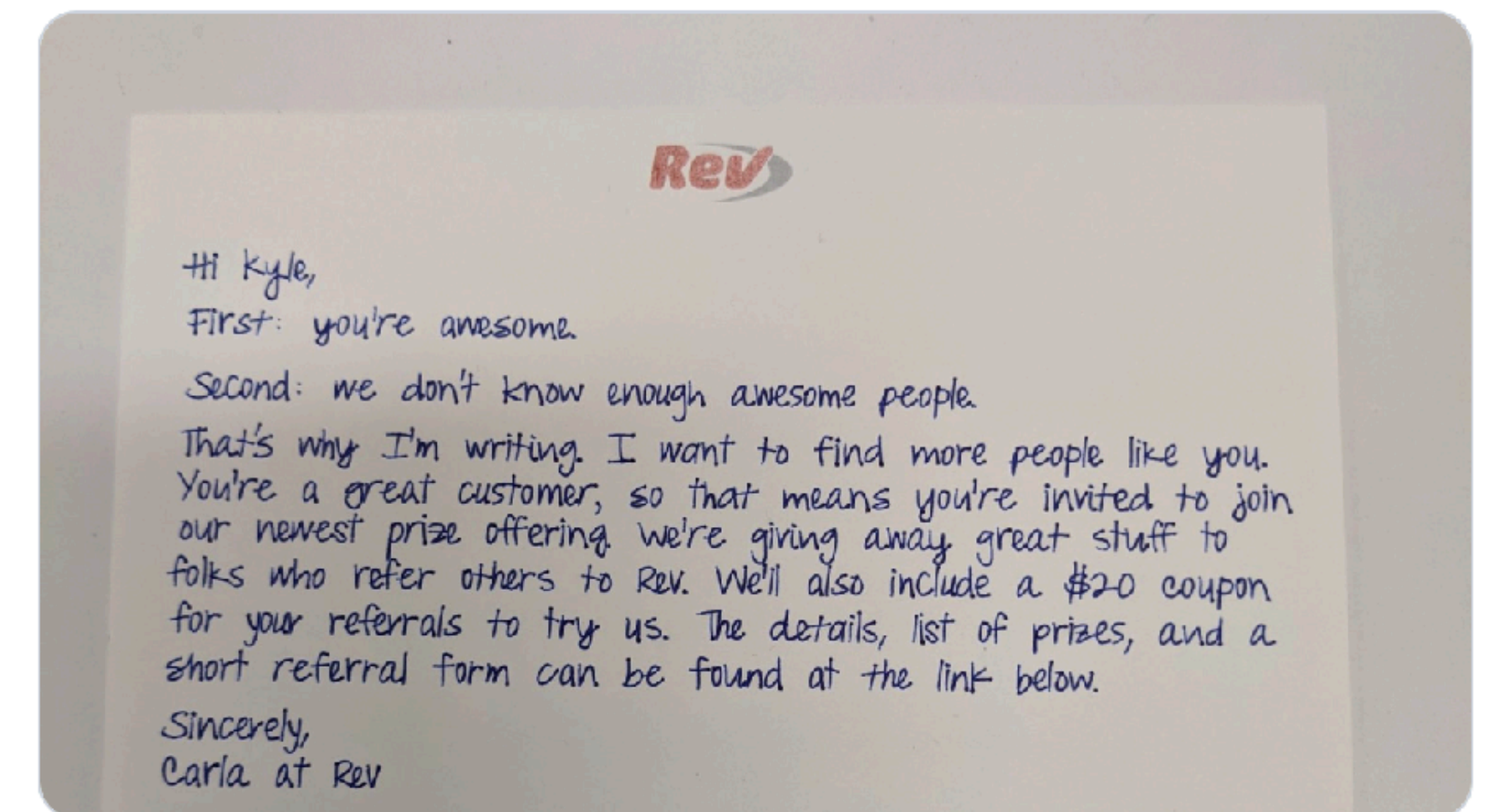
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8



8





# Authenticity vs Automation

“People don’t care how much you know,  
until they know how much you care.”



– Theodore Roosevelt



# Publishing Style

## Write About

## Trust

Your Audience's Problems

Predictable

X 8

Stories about Audience

Planned

X 4

Stories about Self

Reflective

X 2

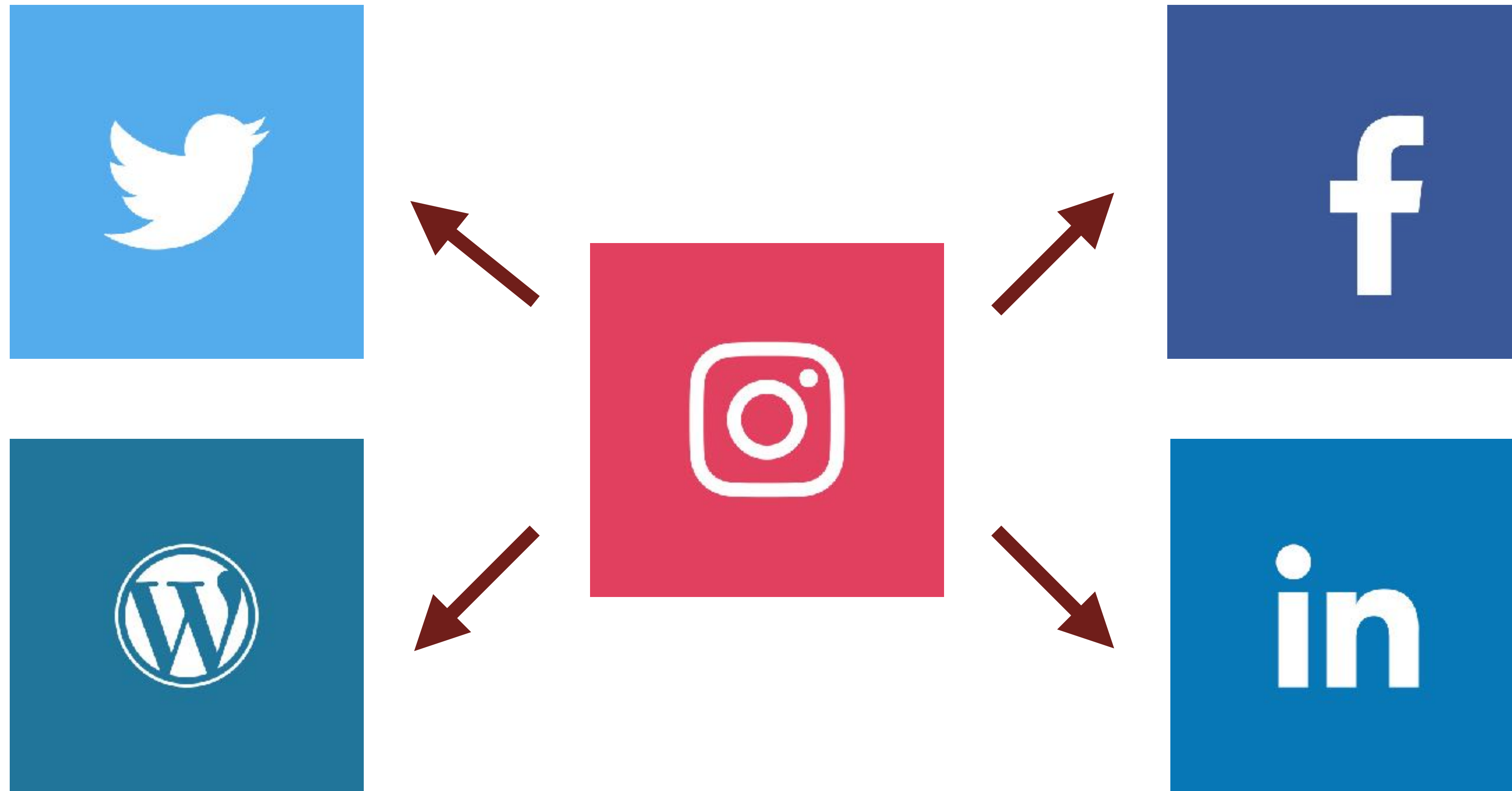
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Reactive

X 1

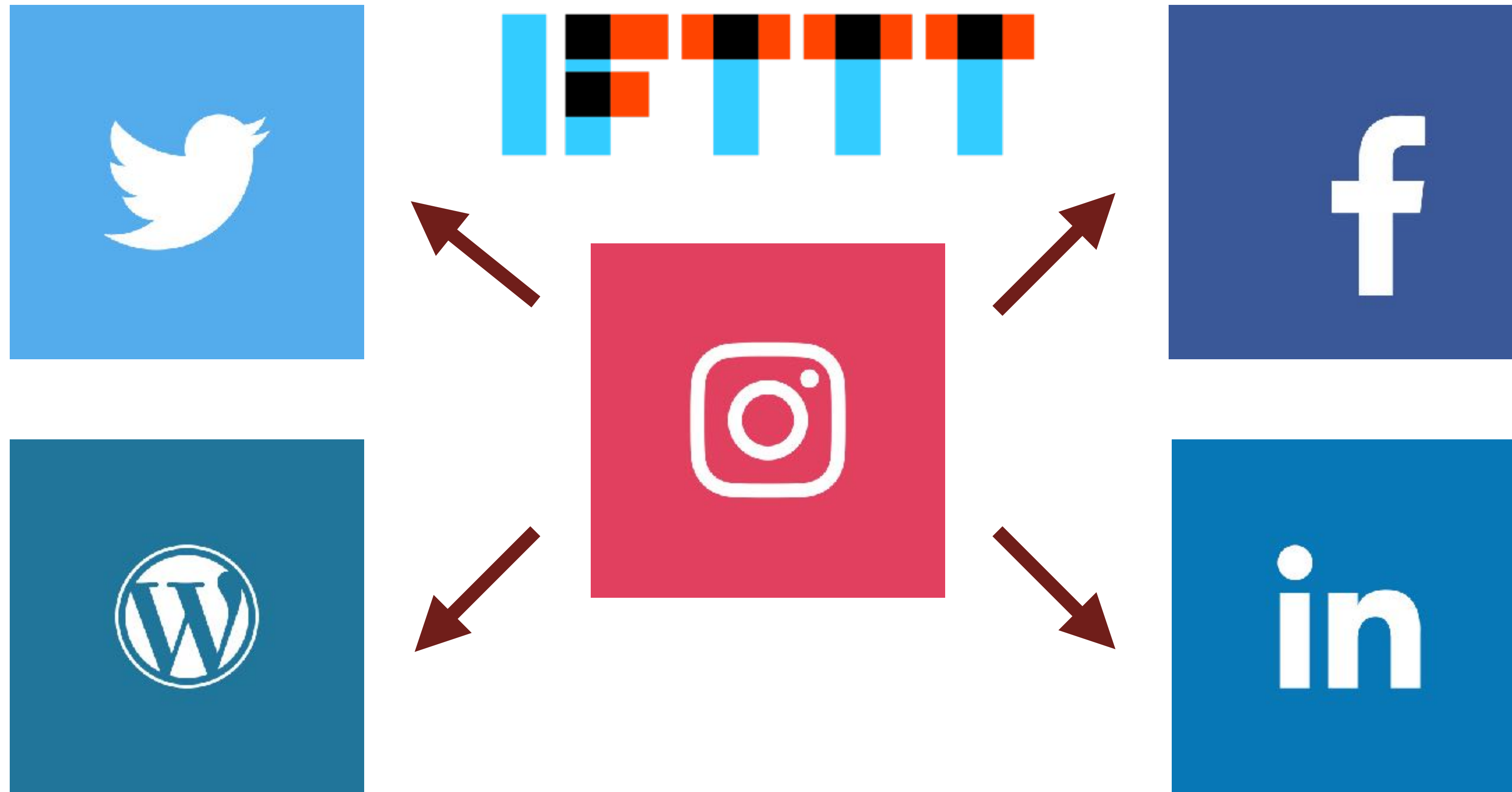


# Pick one platform, automate the rest



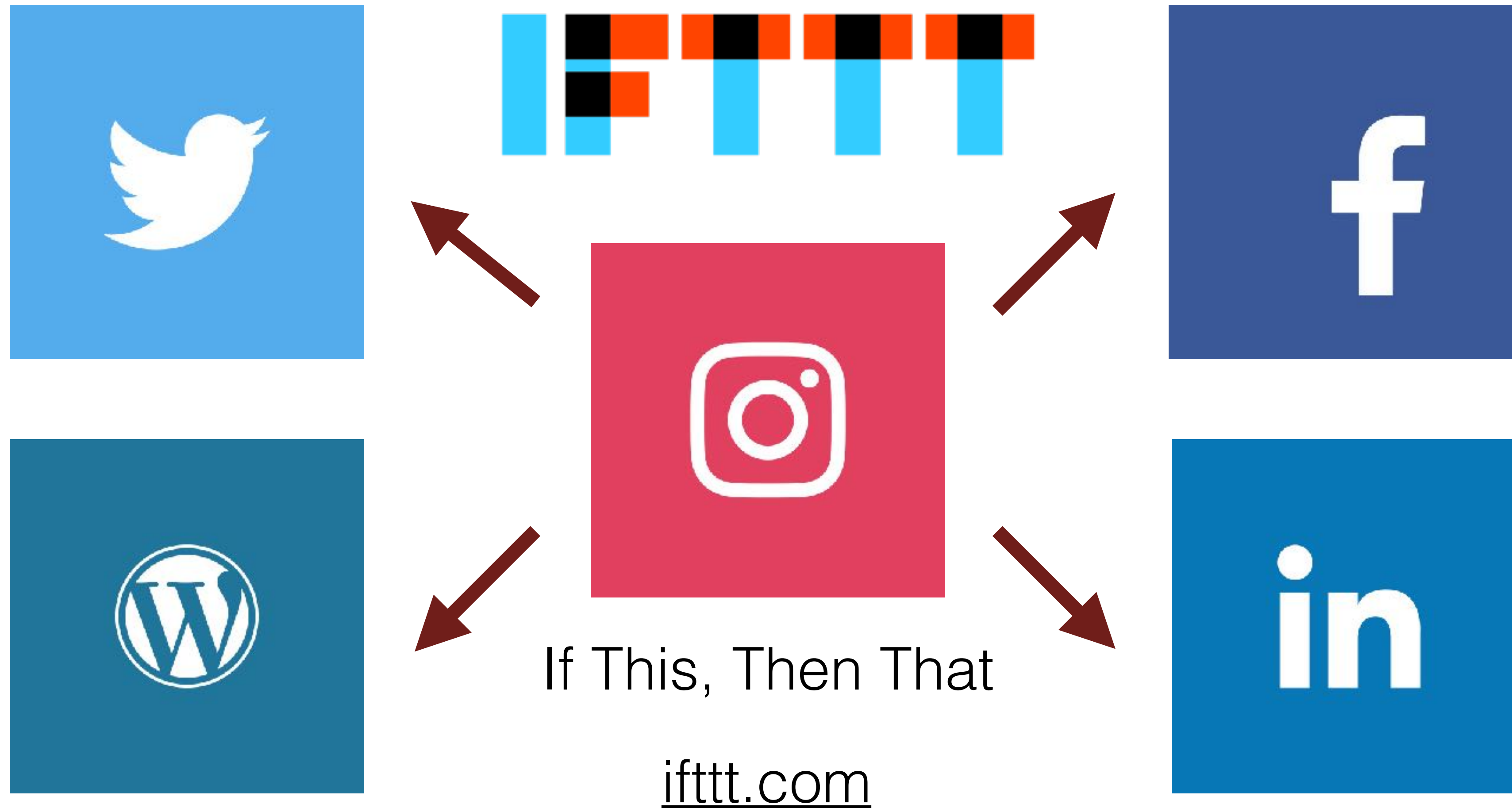


# Pick one platform, automate the rest





# Pick one platform, automate the rest





# Pick one platform, automate the rest





# Content Calendar Workbook



*Caelan Huntress*



# Pick one platform, automate the rest

## Repurpose Matrix

	Day 1	Day 2	Day 3	Day 5	Day 7	Day 10	Day 15	Day 30	Day 45
Blog Post	x								
Newsletter		x							
Medium			x						
LinkedIn Article			x						
Thrive Global									
Facebook Page	x			x			x		x
Facebook Personal		x			x			x	
Twitter - Business	x			x				x	
Twitter - Personal		x				x			
LinkedIn - Co Post	x				x		x		x
LinkedIn - Post		x				x			
Pinterest					x				
YouTube							x		
Quora								x	
Reddit								x	
Tumblr		x							
SlideShare									x
Podcast									x

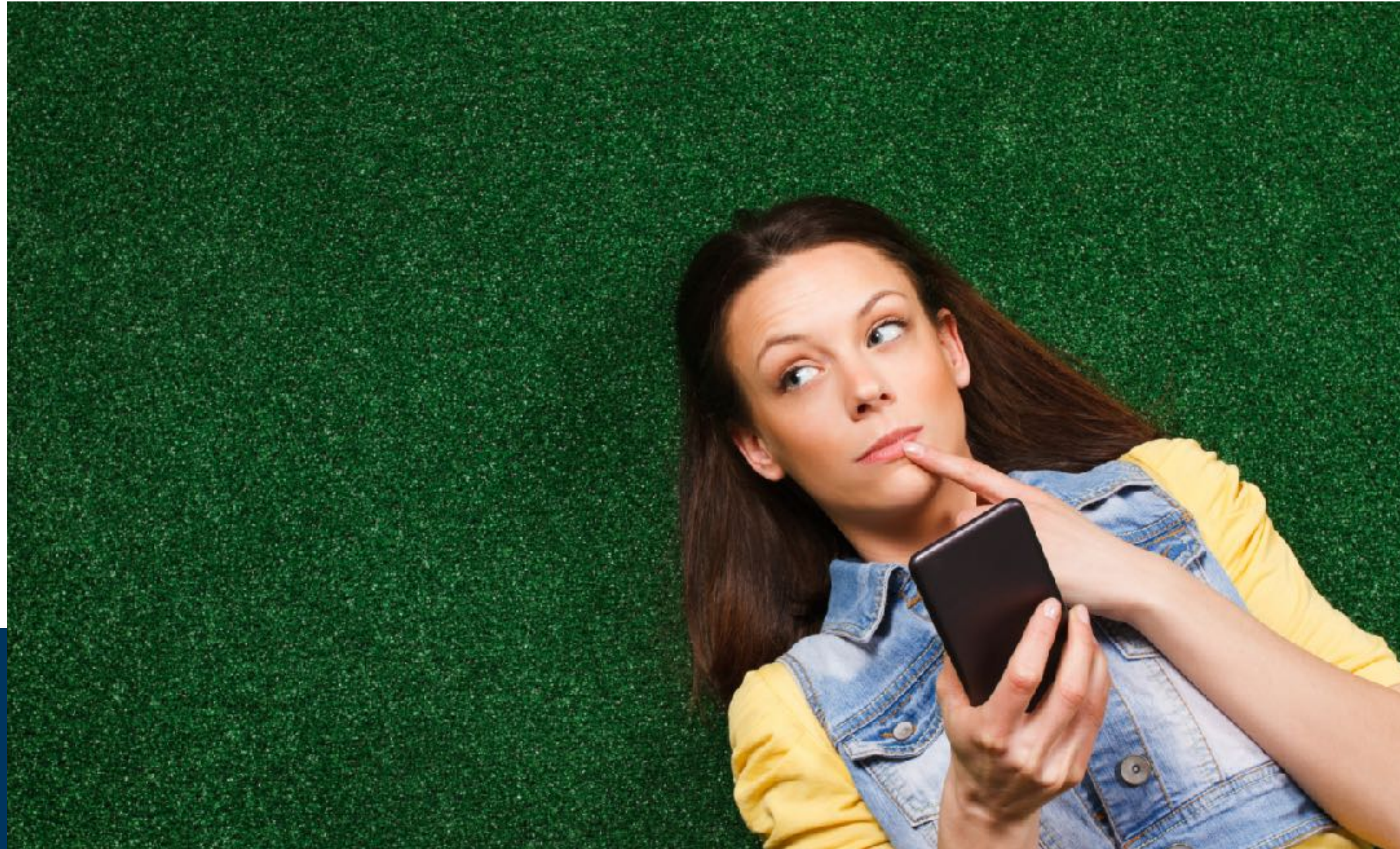
Autoposting saves  
6 hours per week



# It's Easy When You Make It Easy







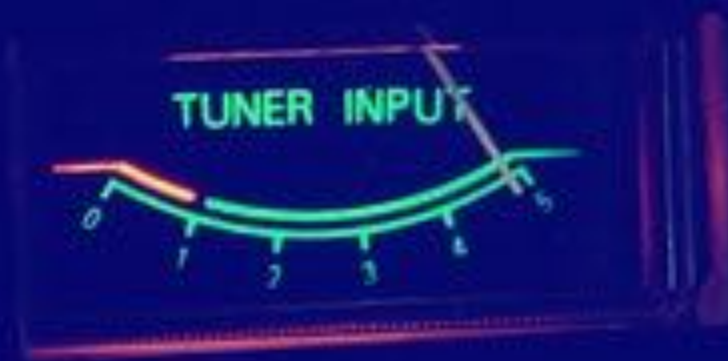
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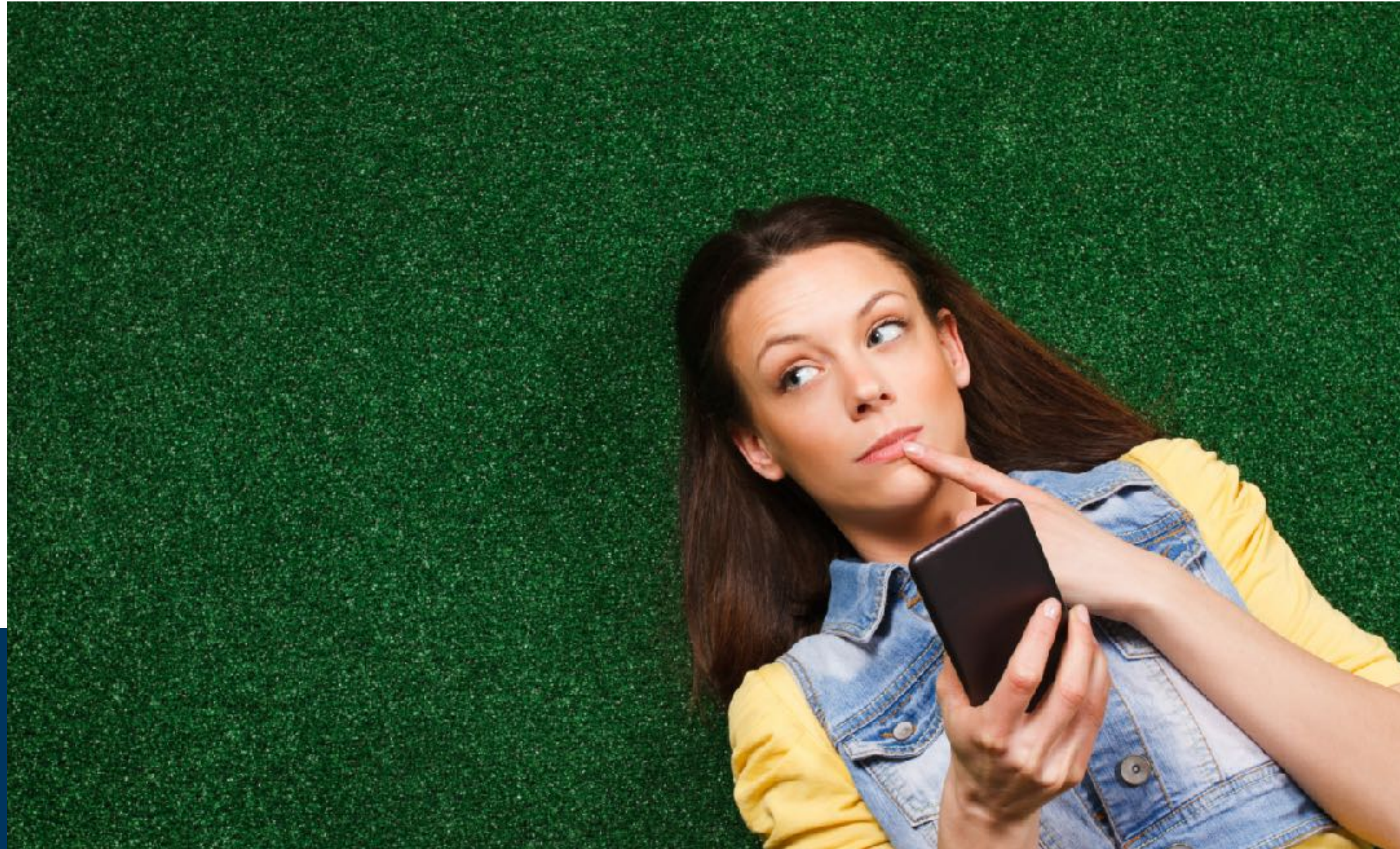
TREBLE

BALANCE

VOLUME

AMPLIFIER





# What Do You Write?



# 5 Scales Of Content



# 5 Scales Of Content

Thesis

Themes

Theories

Thoughts

Threads



# 5 Scales Of Content

Thesis	Big Statement
Themes	Category Titles
Theories	Long 2-3000 Word Articles
Thoughts	Short 3-500 Word Posts
Threads	Tiny 100-500 Character Tweets



# 5 Scales Of Content

1	Thesis	Big Statement
4	Themes	Category Titles
12	Theories	Long 2-3000 Word Articles
52	Thoughts	Short 3-500 Word Posts
365	Threads	Tiny 100-500 Character Tweets



# Example

1	Thesis	Content Marketing Requires Planning
4	Themes	Writing, Publishing, Planning, & Delegating
12	Theories	Plan 12 Months of Content in 3 Hours
52	Thoughts	The 7-Step Newsletter Formula That Makes Writing Easy
365	Threads	Test every link before you hit send.





## The 7-Step Newsletter Formula That Makes Writing Easy

A simple framework that works



Caelan Huntress

Feb 26 · 3 min read ★



# 7 Step Article Outline

1. Tell a Story
2. Name the Problem
3. Identify the Hidden Problem
4. Share the Solution
5. Take the Steps
6. Moral of the Story
7. Call to Action



# 5 Scales Of Content: Examples

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# Threads Are Fragile





# Titles & Categories



# Content Calendar Workbook



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# Template Formulas





# Copy-Paste Copywriting





# Copy-Paste Copywriting

1. Find the Formula
2. Fill in the Blanks
3. Fix the Flow
4. Repeat



# 1. Find the Formula

10 TOPIC

Hacks: A Solid Cheat Sheet  
for OUTCOME



# 1. Find the Formula

10 TOPIC

Hacks: A Solid Cheat Sheet

for OUTCOME



## 2. Fill In The Blanks

10 Content Production

Hacks: A Solid Cheat Sheet

for Creating 12 Months of

Content in 3 Hours



# 3. Fix The Flow

10 Hacks For Producing  
Great Content: Get This  
Cheat Sheet To Create 12  
Months of Content in 3 Hours



# 4. Repeat





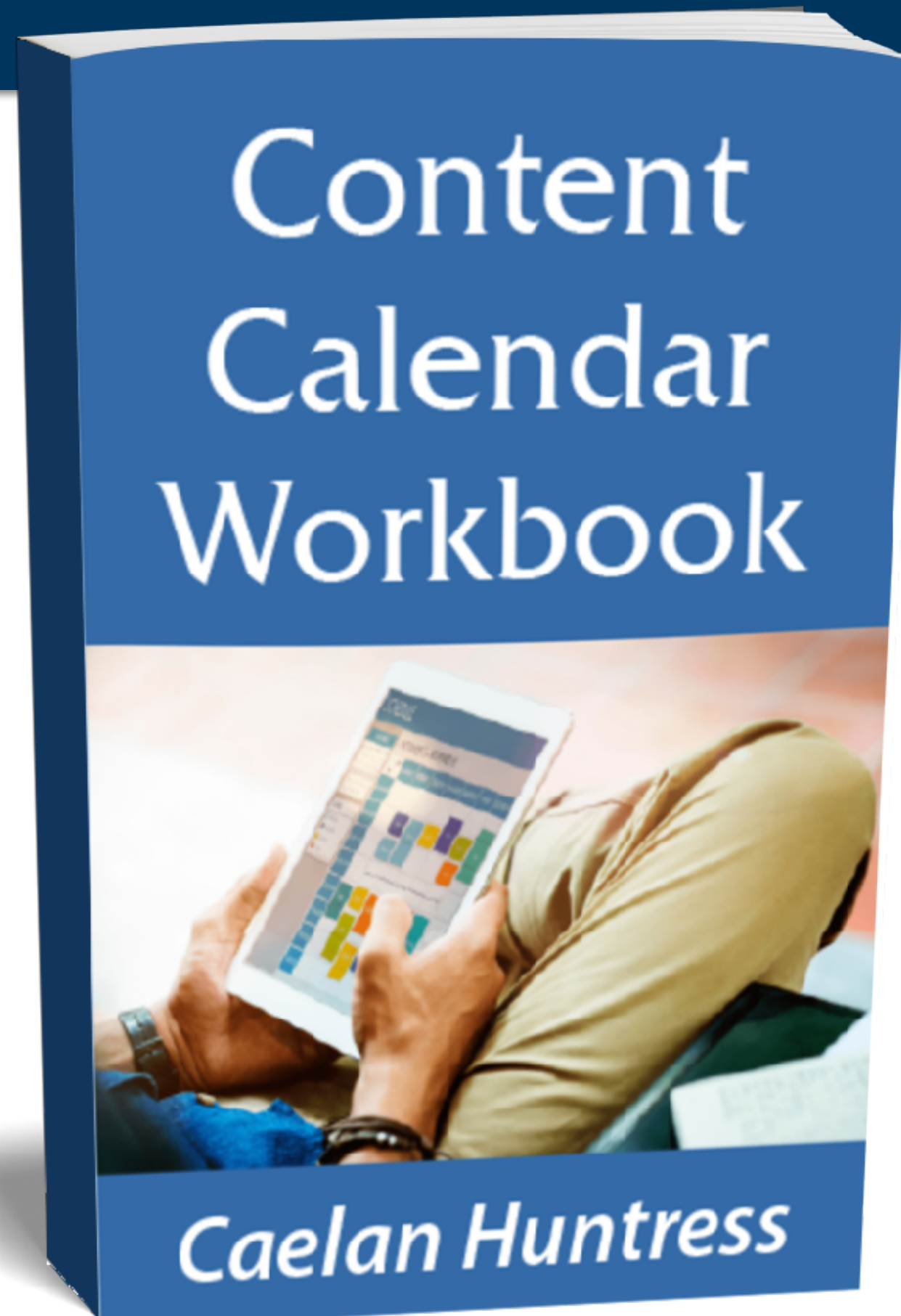
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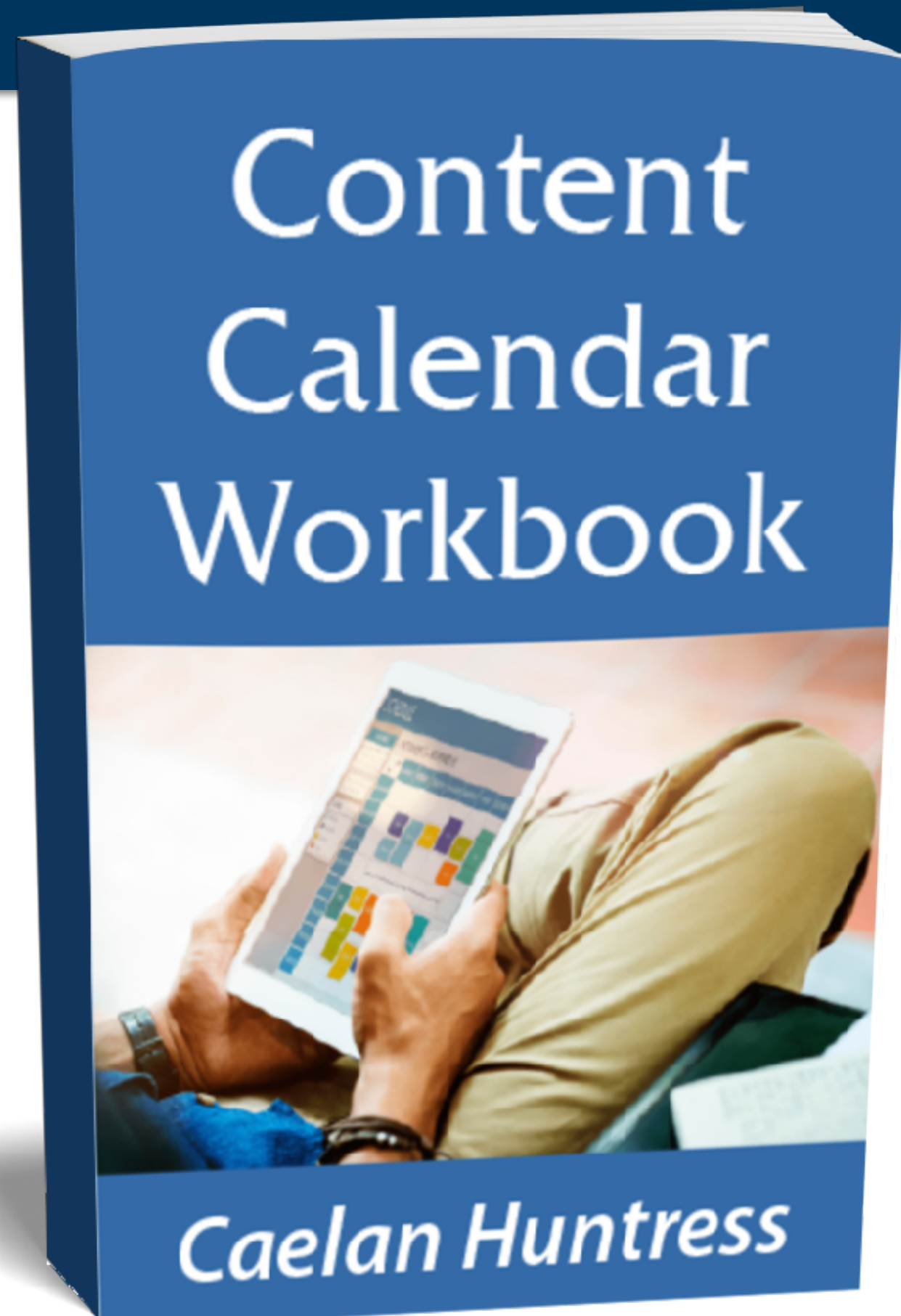
# Content Calendar Workshop



- ♦ Plan a year's worth of content
- ♦ 12 Blog Post Titles
- ♦ 52 Email Subject Lines



# Content Calendar Workshop



- ◆ 15 December, 2020
- ◆ Live 3-hour Workshop
- ◆ \$97



# Pomodoro Technique





# Schedule Writing Time





# Measure What Works





# Content Calendar Creation Workshop

“Any writer who has difficulty in writing is probably not onto their true subject, but wasting time with false, petty goals; as soon as you connect with your true subject, you will write.”



- Joyce Carol Oates



# Create A Content Calendar For Next Year



*Presented by*  
**@CaelanHuntress**



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