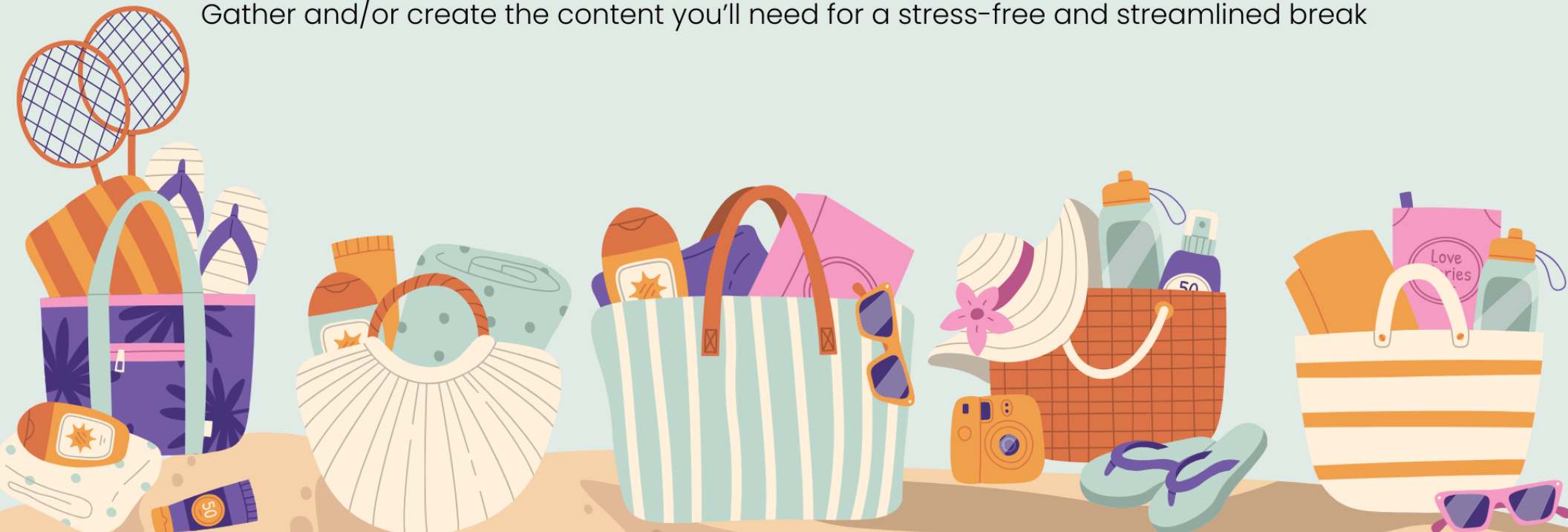




# Your Summer Break Content

Gather and/or create the content you'll need for a stress-free and streamlined break



## Weekly Content Plan for Summer Break (Free Content Week)

<b>Week #:</b>	
<b>Dates:</b>	

<b>Core Content Post for the Week</b>

<b>Email Newsletter for the Week</b>	<b>Weekly Promotion (Free Resource)</b>

<b>Social Media Post #1</b>	<b>Social Media Post #2</b>	<b>Social Media Post #3</b>	<b>Social Media Post #4</b>	<b>Social Media Post #5</b>

<b>Notes</b>

## Weekly Content Plan for Summer Break (Sales Content Week)

<b>Week #:</b>	
<b>Dates:</b>	
<b>Offer:</b>	
<b>Salespage Link:</b>	

Day 1 Email	Day 2 Email	Day 3 Email	Day 4 Email	Day 5 Email

Day 1 Social Post	Day 2 Social Post	Day 3 Social Post	Day 4 Social Post	Day 5 Social Post

Notes

## Cheat Sheet: Finding Content to Share

### For Core Content (Blog Posts, Podcasts and Videos)

- ☐ Content Bank (Existing content that hasn't been shared in the last 6 months)
- ☐ Blog, Podcast or YouTube Channel (Look for posts you haven't shared in 6 months or more)
- ☐ Repurposing:
  - ☐ Created a webinar or presentation? Transcribe the best parts and structure into a blog post.
  - ☐ Created a pdf or opt-in? Write a blog post around that by pulling out the main parts. Then your opt-in becomes the content upgrade. Filling your content calendar and building your list at the same time? Win-win!
  - ☐ Interviewed for a podcast or guest teaching spot? Pull from there to create a blog post to share.
- ☐ Creating New (Read my blog post, "[How to Use My Content Interview Process to Generate a Blog Post ASAP](#)")
- ☐ Leverage AI (Read my blog post, "[How to Use My Content Interview Process to Generate a Blog Post ASAP](#)" specifically the section on combining the content interview process with ChatGPT)
- ☐ Host Guest bloggers: Know some people who would be a great fit for your audience? Ask if they'd like to post something or go into a Facebook group and pose the question: "I'm looking for guest posters on [insert your website]. I write about x, y and z. Please comment below or pm me know if you'd be interested!" Schedule their posts for the days you normally publish. You get coverage, they get exposure and your audience gets a new post. Wins all-round!

#### For Emails

- ☐ Content Bank (Existing emails that haven't been sent in the last 6 months)
- ☐ Email Service Provider (Look for emails you haven't shared in 6 months or more)
- ☐ Repurposing (Read my blog post, "[How to Create a Blog Post That's More "Repurposable"](#)")

#### For Social Media Posts

- ☐ Content Bank (Existing posts that haven't been shared in the last 6 months)
- ☐ Social Media Scheduler/Profiles (Look for posts you haven't shared in 6 months or more)
- ☐ Repurposing (Read my blog post, "[How to Create a Blog Post That's More "Repurposable"](#)")

## Next Step: Add More Details to Your Summer Editorial Calendar

Add the following to your editorial calendar from day 1:

- ☐ Your specific core content post titles and publish dates
- ☐ Your email topics and send dates
- ☐ Your social media topics and publish dates