

Content Calendar Template

A simple planning grid tied to your actual sales cycle, not just "post more."

WEEK	TOPIC	FORMAT	TARGET STAGE	CHANNEL	OWNER	STATUS
		Blog/Video/Social/Email	Awareness/Consideration/Decision			Draft/Review/Scheduled/Live

Before You Plan Content, Answer This

1. What questions do prospects actually ask during your sales process? Content should answer those.
2. Where do most leads currently get stuck? Content can address that specific hesitation.
3. What content have you already made that performed well? Look for patterns before creating more.

A Simple Monthly Mix

- ☐ 1-2 pieces addressing early-stage awareness (the problem, not your product)
- ☐ 1-2 pieces addressing consideration (how to evaluate solutions, comparisons)
- ☐ 1 piece addressing decision-stage (proof, case studies, specifics)

Before Publishing, Check

- ☐ Does this answer a real question someone actually has?
- ☐ Is there a clear next step for the reader?
- ☐ Has this been proofread by someone other than the writer?