

Content calendar

One month on one page. Write the date in the corner of each day, then what goes out and where.

Month and year

Theme or campaign

Owner

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Plan for the month

One row per piece. Every piece gets a goal and an owner, or it does not go on the list.

Pieces

Date	Channel	Format	Title or topic	Goal	Owner	Status

Worked example

A month for a B2B software company

Illustrative. One pillar piece, cut into smaller pieces across the month.

Pieces

Date	Channel	Format	Title or topic	Goal	Owner	Status
Nov 2	Blog	Article	How finance teams close the month in three days	Awareness	Sam	Published
Nov 3	LinkedIn	Carousel	Five signs your invoicing process is costing you a week	Engagement	Priya	Published
Nov 5	Newsletter	Email	November: month-end without the chase	Retention	Sam	Scheduled
Nov 9	YouTube	Video	Product walkthrough: the overdue filter	Leads	Leo	Approved
Nov 10	LinkedIn	Short video	Customer clip: "we got our first week back"	Leads	Priya	In review
Nov 12	Blog	Case study	How a 200-person company cut invoice tickets	Sales	Sam	Drafting
Nov 17	Instagram	Image post	Behind the scenes with the finance team	Hiring	Ana	Drafting
Nov 19	Website	Infographic	The month-end checklist	Leads	Leo	Idea
Nov 24	Paid social	Short video	Three 15-second cuts of the walkthrough	Leads	Priya	Idea

How to use it

The Excel file does the same job with dropdowns, status colors and counts per month.

Step 1 Write the year first

One theme and the key dates for each month: launches, events, the dates your customers care about.

Step 2 Plan a month at a time

Fill the month page and the plan page in one sitting. More than a month ahead and the plan goes stale.

Step 3 Start from one big piece

One article or video a month, then cut it into posts, clips and an email. Less to make, more to publish.

Step 4 Move the status every week

Idea, drafting, in review, approved, scheduled, published. Friday is a good day for it.

Before the month starts

Five checks.

☐ Every piece has an owner and a date.
A piece with no owner is a piece nobody makes.

☐ Every piece has a goal.
If the whole month is awareness, add something that asks for a lead.

☐ The big piece is scheduled first.
Everything else is cut from it, so it has to be ready early.

☐ Review time is in the plan.
Leave two working days between draft and publish for anything that needs approval.

☐ You know what you will stop doing.
If the plan is bigger than last month, something has to come off.