



**Content  
Creation  
Bliss**

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# Create A Content Schedule

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## The Importance of a Content Creation Schedule

If you want to add content to your blog, then you should strongly consider creating and sticking to a content creation schedule. A creation schedule can help you stay consistent with your website updates. There are three main reasons why a content schedule can be helpful:

### **Keeps You Consistent**

Having a content schedule means you will be creating content on a regular basis. This looks natural to Google and your readers will appreciate it. This will help avoid those gloomy months all bloggers have where their content slows down to a trickle and the couple posts they do make are apologies for not posting enough.

### **Keeps You Sharp**

Writing and creating is really like any other skill - practice makes perfect. Obviously content comes naturally to some people, but even those people need to create content regularly or their skills will dull. We can look to the sports world for an example. Professional sports players do something that 1% of the world's population can do at that high of a level. But even the biggest stars in sports have to practice. If an athlete misses a couple weeks they will come back "rusty". They need to work themselves back into peak condition. Creating content is the same thing. Once you stop for

a while it is hard to get back to your peak, so continue with it and you won't have to worry about "rusty" periods.

### **Utilizes Your Time Properly**

If you know exactly when you are creating content you can be sure to be prepared with ideas when you sit down. You can also deal with getting yourself inspired beforehand. You can preemptively get rid of all distractions as well. Having content time physically scheduled into your agenda or calendar means you know exactly what you are doing and then you can do it. It is simply the best use of your time.

These three reasons should be enough to sell you on the idea of a content creation schedule. You get to create and share consistent content, you stay sharp and you use your time to the max. A schedule makes sense.

## Ten Content Creation Schedule Best Practices

Here is a list of ten best practices when it comes to creating and sticking to a content schedule. If you master these ten practices you will have a better grasp of content creation schedules than most of the general public.

### **Don't Overbook**

We are all busy people, but make sure you don't overbook your schedule. If you have a 15 minute window between meetings, that probably isn't the best time to schedule some content creation. Some people work well under a tight deadline, but rushing to try and force out content isn't always the best idea.

### **Be Flexible**

I always suggest that people stick to their schedule, but sometimes real life isn't that black and white. Don't beat yourself up over missing a content creation session. Simply rebook that time and try to stick to that. This is true for anything in your schedule, sometimes you will have to prioritize. Don't give up on the idea of a content creation schedule just because you don't think you can stick to it 100%. A schedule is like a gymnast.. flexibility matters.

### **Baby Steps**

When you are first trying to create a schedule, then make sure you take it one step at a time. Don't grab one of those yearly calendars, throw it on your wall and then schedule a content creation session every day for the next 365 days. Take it easy, start small and give yourself some time to get

in the groove. If you find you can stick to your content schedule, then you can think about expanding it. You don't want to take on too much to start because the early failures to stick to your schedule can lead to you giving up altogether.

### **Add Accountability**

A great way to stay motivated is to build some accountability into your schedule. You might wonder how to do this, but it is pretty simple. You just have to share your schedule with people. Remember the writing buddy, we talked about earlier, well if you commit to a schedule that they know - there will be some accountability. You can even post your accountability on your blog. Tell your readers you are scheduled to produce some kind of content 2 times this week. This way you get a blog post out of it AND some built in accountability. Sometimes something as simple as vocalizing and sharing your plans will make you much more likely to stick to them.

### **Keep Records Of Your Success**

A lot of people don't even think about this when they create a schedule. Having a schedule written down or on the computer is a great start, but what about keeping a success log? This is a great motivating tool that will show you the effectiveness of your schedule. Every time you have a successful content creation session, jot it down in your success log (i.e. I created 5 pieces of content December 14th, 2010). Then when you are wondering about the effectiveness of your schedule, you can simply look back at your success log and see why it is so effective.

## **Split Test**

How do you know when you're most effective at creating content if you don't test? Try to schedule a number of different times to create content when you first start out. Try early morning, late night, lunch time, different days, etc. You don't have to do this forever, but I would say the first month should have a pretty wide range of different times. After that month take a look at your success log. If you find out you are creating 3 more articles on average in the morning than any other time - continue your schedule but focus on your most effective times.

## **Can You Trade Sleep?**

Sometimes it is hard to find the time to create content. Whenever someone asks me where they can find the time to create content I ask them this; "How much sleep do you get?" If they tell me they have a newborn child so they get like 4 or 5 hours then maybe I don't suggest trading sleep. If they tell me they get 8 or 9 hours of sleep per night, then I tell them to trade an hour of sleep for a content creation time. At the very least, it is worth trying. The best thing is that these hours (either late or early) you will usually find peace and quiet. If you absolutely NEED that extra hour of sleep I won't be able to talk you out of it, but the benefits of constant content might be powerful enough to sway you.

## **Explain to Friends and Family**

If you are scheduling content creation time that might cut into time with your friends and family then explain that to them. Explain what you are trying to do. I don't suggest putting content creation ahead of your

immediate family. I do suggest you letting people know you might not be able to make every tennis game, BBQ or yoga class. I think everyone should lead a well-balanced life, but if you have to cut out an activity once a month, then that shouldn't be too much of a problem. Don't be a flake though, tell your friends why you can't make an event, and as soon as possible. They will understand. To take it one step further you can even give them copies of your schedule OR access to your online schedule. This way they will know when you are planning on creating content.

### **The Schedule Doesn't Oppress**

This is a state of mind issue. This content creation schedule is something YOU create. A boss didn't hand this to you, your parents didn't create it... YOU DID. Embrace the schedule. Look at the schedule as a tool that empowers you. I created a schedule to give myself time to create content for my blog which I love. I love to create content for my website so this schedule isn't holding me down. It is giving me the chance to do what I love, and to do it to the best of my ability.

### **Use The Right Tools**

If you are keeping a content creation schedule you need the right tools. If you already keep a schedule then this is no problem just use your day planner or calendar. If you don't keep a schedule already then you need to get some sort of calendar. This can be virtual if you don't want to carry a day planner. I suggest finding a schedule that is broken down per hour. If you go the virtual route, Google Calendar is a great choice. It is easy to use, free and you can access it anywhere you have the internet. You can also sync it with most popular web clients like Outlook and Mac Mail.

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# Conclusion

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Now that you have read this guide you should know how important content is. You should also know that it can be quite easy to create if you have the right inspiration, atmosphere, ideas and a schedule.

The web is constantly evolving and things change. SEO practices come and go, the Google algorithm is updated often, and people's patterns change on the internet, there is only one constant: Content. No matter what changes evolve in how your content is found, shared or presented, the fact is the internet revolves around content.

I challenge you today, to commit yourself to content creation. If you can commit to constantly creating compelling content, then *you will* reap the benefits. Good luck with your website, I hope to enjoy *your* fantastic content!

## Now What's the Next Step?

If you'd like step-by-step guidance and the exact system for creating, designing, and building your content, growing your subscribers, email list and traffic and finally, making money with your blog, then [Successful Blogging Academy](#) might be a good fit!



## About Sue Dunlevie

### **Remember that kid who won the bike for selling the most at the school fundraiser?**

That was me. I've always had a gift for sales—even back in those days.

But when I attended college in the 70's, women didn't go into sales as a career.

So, I did what anyone longing to be in sales would do: I became a teacher, of course. (Hey, it was the 70's!) And while that was a lovely career, the minute one of my girlfriends landed a job in sales in the early 80's, I knew I could, too. And I applied for sales positions so fast your head would spin.

Since then, I've sold linens to hotels, copiers to small business owners and medical devices to hospitals and wholesalers. I was great at it, I won awards for it and it was everything I hoped it would be.

It became clear I had a certain talent that didn't always come naturally to others, and so, twelve years ago, I first began coaching women on how to get clients and sell their products and services—with integrity, with success, and *without* the pushy car salesman vibe.

Fast forward to the present day, and here I am having more fun than ever, helping women with online businesses get more customers & clients, and sell more products & services.

Because, at the end of the day, sales is truly the heart of everything—as much as we may not like to admit it. I've had the pleasure of working with so many sharp, talented women in their field who simply weren't doing as well as they could have been because they were missing the sales piece. And to me, that's a tragedy, because sales does not have to be this big, scary, looming concept.

It can be fun.

It can be easy.

It can be enjoyable.

It can certainly be profitable.

**And it can change *everything*.**