

Content Calendar Outline

Map out your video topics for the entire year using this outline. If you need help, email me: amanda@triplepeakmedia.com

	Date	Topic	Point #1	Point #2	Point #3
January	1st	New Year, New Video Strategy	Stay consistent	Brainstorm a big list of ideas	Choose your top 12 and create a schedule
February	1st	How to Create a FREE Video	Use your iPhone	Find natural (bright light)	Download the YouTube app
March	8th	Proofreading Day	Create a video	Cut out proofreading forever	Be happy!
April	1st	Fun at Work Day	My clients and I always have fun making videos	Here is part of the process	Become a client and have fun like this making videos!
May	29th	TPM will be 8 years old!	It's our company b-day	Who we are	How you can get involved
June	29th	Camera Day	Why I Love Creating Videos	The SLR camera I shoot photos with	The Sony Handycam I shoot 1080p video with
July	10th	How to Schedule Blogs	Record video	Embed video	Use Hootsuite to schedule messages w/video embedded
August	*Sept 10th	Swap Ideas Day	How you can record videos with other influencers	Write your own blogs, embed the same video	Cross promote your separate blogs
September	*Oct 1st	Beginning of Q4	Only 3 months left	Video strategy	Contact me if you need help
October	29th	Internet Day	Create interesting videos	Share on social media and website	Join online networking groups and share your videos
November	4th	Zero Tasking Day	A "Zero Day" mountain hiking	How you can "rest" and still be working	A fun live video is the key to your rest day
December	1st	Social Outreach & Backlinking	Targeting Social Influencers	Script: What to say to them	Successful backlink strategy