

Content Creation / Editorial Planning

Generate structured weekly or monthly editorial calendars based on audience interests, business goals, seasonal trends, and publishing frequency.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Editorial Planning, Content Calendars, Publishing Strategy

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Why This Prompt Exists

Most content calendars fail because they're just random topics in a spreadsheet.

You get:

- topics that don't connect to business goals
- no strategic mix of content types
- seasonal opportunities missed
- burnout from last-minute planning
- calendars that look busy but don't drive results

But a content calendar is not a list of deadlines.

It is a strategic roadmap for your audience's attention.

- Content pillars: 3-5 recurring themes
- Format mix: educational, inspirational, entertaining, promotional
- Seasonal: holidays, industry events, trends
- Distribution: where each piece will be published

Without a strategic calendar, you publish reactively.

This framework forces AI to build calendars that align with goals.

The Prompt

Assume the role of an editorial strategist who builds content calendars that drive business results.

Your task is to create a content calendar.

Generate:

1. CONTENT PILLARS (3-5 recurring themes)

- Name and description
- Percentage of total content

2. FORMAT MIX

- Educational: ___%
- Inspirational: ___%
- Entertaining: ___%
- Promotional: ___%

3. WEEKLY/MONTHLY CALENDAR

- Date/Publish date
- Topic
- Content pillar
- Format
- Primary platform
- CTA goal

4. SEASONAL OPPORTUNITIES

- Holidays, events, trends to leverage

5. DISTRIBUTION PLAN

- Where each piece will be published

INPUTS:

Brand/Channel Name:

[INSERT]

Target Audience:

[WHO ARE YOU CREATING FOR?]

Publishing Frequency:

[DAILY / WEEKLY / BI-WEEKLY / MONTHLY]

Time Horizon:

[4 WEEKS / 12 WEEKS / 3 MONTHS]

Business Goals:

[LEAD GEN / BRAND AWARENESS / COMMUNITY GROWTH / PRODUCT LAUNCH / SEO]

Content Types Available:

[BLOG / VIDEO / PODCAST / NEWSLETTER / SOCIAL / OTHER]

RULES:

- 3-5 content pillars (prevents topic scattering)
- Format mix must total 100%
- Promotional content max 20% (preserve trust)
- Each calendar entry must have a CTA goal
- Seasonal opportunities must be relevant to audience

- Include distribution plan (not just creation plan)

How To Use It

- Plan quarterly, review weekly — adjust for performance and trends.
- Content pillars prevent topic scattering (you'll stay on brand).
- Promotional content should be clustered (launch weeks, not constant).
- Leave 20% of calendar open for timely/trending topics.
- Share the calendar with your entire team for alignment.

Example Input

Brand/Channel Name: The Freelance Insider

Target Audience: Freelancers with 1-5 years of experience

Publishing Frequency: WEEKLY (1 blog post, 2 social posts, 1 newsletter)

Time Horizon: 4 WEEKS

Business Goals: LEAD GEN (grow email list) + COMMUNITY GROWTH (increase engagement)

Content Types Available: Blog, LinkedIn, Twitter/X, Newsletter

Why It Works

Most content calendars are random topic lists.

This framework improves outcomes by forcing:

- content pillars (strategic themes)
- format mix (variety)
- seasonal awareness (timeliness)
- distribution planning (execution)

- CTA clarity (action)

Great content calendars don't just schedule — they strategize.

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