

How to convert **PowerPoint** to **PDF**

www.KLARITI.com

How to create an **Editorial Calendar** with **Google Docs**

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**Why use an
editorial
calendar?**

**A schedule
stops you
from drifting**

**Avoid
'winging it'**

**No more
feeling
*overwhelmed***

Hi, I'm Ivan
klariti.com

Let's start

1. Content ideas

Identify **topic**

Research **pain** points

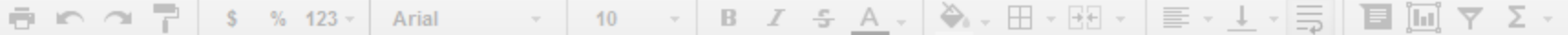
Different **angles**



Klariti Editorial Calendar Template



File Edit View Insert Format Data Tools Help All changes saved in Drive



fx

	A	B	C	D	E	F
1	Title	Author	Target Pub Date	Status	Notes	
2	Enter the article title	Author Name	Date to publish	Draft	for example	
3	Enter the article title	Author Name	Date to publish	In Edit	convert to PDF	
4	Enter the article title	Author Name	Date to publish	In Review	share on LinkedIn	
5	Enter the article title	Author Name	Date to publish	Approved	include quotes from interview	
6						

2. Create schedule

Magazine **approach**

Short **medium** long

Content **types**

Klariti Editorial Calendar Template

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Comments Share

123 Bold Italic Underline Link Unlink Print Refresh Undo Redo

	K	L	M	N	O	P	Q	R	S	T	U	V	W			
1	First Draft Due (Go/No Go)	Final Draft Due	Subhead Text	Blurb/Excerpt	ALT= Text	TITLE= Text	Published: Blog	Published: Email Newsletter	Published: Facebook	Published: Twitter	Priority (Low-Med-High)	Content Type	Legal Approval?	Artwork	Layout	Proof
2	01.05.2018	01.06.2018	mistakes to avoid when developing content for Android devices	Developing mobile content for Android devices? Here's three things you don't want to do	Mobile Content Guidelines for Android devices	Mobile Content Guidelines for Android devices	Name of Blog	Weekly	URL to FB page	URL to Twitter account(s)	H	Text	No	Screenshots	InDesign	No
3	01.05.2018	01.06.2018										Video	Yes	Infographic	Photoshop	No
4	01.05.2018	01.06.2018										Audio	Maybe	Logo	InDesign	Yes
5	01.05.2018	01.06.2018										Slide deck		PowerPoint	Photoshop	Yes
6	01.05.2018	01.06.2018														
7																
8																
9																
10																
11																
12																
13																

Writing Tasks Schedule Tracking

Count: 96

3. Study what works

Examine **traffic**

Shares **likes** subscriber

Leads to **\$ \$ \$**

4. How to start

Download the **template**

Share with **writers**

Adapt and **Refine**

**5 things to
remember**

1. Start **early**
2. Try **Google Docs**
3. Think like a **publisher**
4. Think like a **publisher!**
5. It doesn't have to **perfect**

That help?

Got a question?

Add your questions below the video and we'll get back to you

almost forgot...

Subscribe!

thx 😊

More at www.Klariti.com