

2007 B logging C alendar

A B logging Idea Book To H elp Y ou Through The Y ear

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Introduction

One of the most frequent questions about blogging is, "What do I blog about?". One great tactic when you find your blog is dry is to look for seasonal things to blog about. Thinking in this direction, this idea book was created to benefit every blogger who can't seem to think of anything or anyone who wishes to blog for their business but is afraid to because they feel they won't have enough to talk about.

This report is based on the North American event calendar. Many of these observances and events are pretty global. If your market is highly localized, not all of the suggestions will suit your needs but give the whole document a full run through, you'll get a general idea how to fill in your own blogging calendar. Where possible, included are a few ethnic and alternative ideas to help jump start your idea process.

January

January is the best time to blog about health and self issues. Diets, goal setting, achieving goals are great topics. If you aren't in the health, coaching or self improvement business, find some way to tie it in to your product. Example:

- Ask people what are their financial goals for the year. This is a great way to get comments too.
- Write a series of tips and steps to help people achieve their goals.
- Blog about ideas how people have used to successfully lose weight.
- Interview people how they stay motivated to achieve their goals through the year.

Alternative:

Money and career outlooks fit well during this time of the year too. People are generally thinking of starting fresh, new outlook, new hopes, and new dreams. Consider topics along those lines.

February

Make this customer appreciation month. Examples of what you can blog about:

- Interview and highlight a loyal customer
- Share customer stories why they use your product
- Share customer stories how they use your product
- Ask people how else you can improve your customer service
- Hold a conference for your customers, free, pack it with valuable information they will value and blog about it

Another great observance to blog around is Valentine's. Some ideas

- How to romance your spouse
- Valentine gifts that are bound to please
- Ways to show your love the rest of the 364 days

Alternative:

Lunar New Year (also known as Chinese New Year) falls on the 18th. Lunar New Year is not only celebrated by the Chinese but Koreans, Japanese and Vietnamese too. You may be surprised how many of your customers or readers you may delight by remembering this day.

12th-18th – Random Acts of Kindness Week

March

Keeping with tradition, this is a good time to talk spring cleaning. Ideas:

- Tips how to completely spring clean in one short weekend
- How to properly store items
- Spring cleaning your office, computer, finances
- Organizational ideas
- Spring clean your pantry and fill it with healthy food choices
- How to clean blood, grass, crayon stains

Alternative:

The 8th is International Women's Day a great opportunity to thank the women in your life and your women customers.

April

This is the month where taxes are due in the U.S. It's a great time to talk about finances. Examples:

- Last minute tax tips
- Getting ready for next tax year
- Financial re-vamp

- id's finances
- Your parents' finances and you
- Starting your own business what you need to know financially
- The wrong way to save
- How to get a promotion and negotiate a bigger paycheck

Alternative:

6th – Good Friday

8th – Easter

2nd – International Children's Book Day

22nd – Earth Day

25th – Administrative Professionals Day

May

Great time to talk about gardening or gardening themes. Examples:

- How to tend to your business so it will flourish
- Best way to make your flowers grow larger
- How to keep your garden flowering and green through the summer
- Ways to 'seed' and water your other talents at work to get noticed in other areas.
- How to save on vacation by planning early

Alternative:

13th – Mother's Day

18th – International Museum Day

June

Formost in the northern hemisphere, summer begins. Examples:

- Keeping hydrated in the heat
- Money saving tips to keep energy costs down and house cool
- Great energy saving product review
- Gifts for a father since Father's day falls on this month
- Saving energy in your business
- Gearing up for slow summer months ahead

Alternative:

17th – Father's Day

July

This is the halfway point of the year, a great time to review goals and achievements.

- Revisit January posts and ask people if they've done anything, how far they've come
- Check in time for dieting, get people you coach to check in at the blog

July is also a great time to continue the summer series and summer topics.

- Ideas how to throw a barbecue party
- Grilling food safety tips
- How to occupy your kids during the summer holidays
- New summer activities to do with your family
- Summer work attire. How to stay cool yet look sharp

August

When there doesn't seem to be anything seasonal going on, it's a good time to bring up old posts or even create your own event. Some ideas:

- Review the most popular posts of your blog. If you don't have any popular posts, pick those you think are important and interesting to your readers.
- Highlight news items related to your market, make short commentaries on them.
- If you've learned a new trick, share it

- Download of the month. Highlight a free or inexpensive software that has been helpful for you.
- Do you know of a free resource, share it and your experiences with them. A great idea for the month is Freebie month.

Alternative:

12th – International Youth Day (even if you don't cater to young people, this is a great time to reminisce on those days of youth and invite people to share or even to remind readers there's always a little bit of youth in us no matter what our ages are.)

13th – International Left Hander's Day

September

In North America this is roughly the time most kids will go back to school. Academic topics are timely. Examples:

- ABC's of healthy eating
- How to help your child excel in this academic year
- How to save for college
- Budgeting for school, how to save money on school purchases
- Educational activities you can do at home
- Educate yourself to advance your career on a shoestring budget

Alternative:

8th – International Literacy Day

12th – Rosh Hashanah

13th to October 11th – Ramadan

21st – International Day of Peace

October

It's fall and most retailers will be focusing their sales on Halloween. If that's your thing then that's a great topic to blog around. Example:

- How to create a spook-alicious dessert

- 10 credit truths that will spook you

Otherwise, here are things you can bring up. May not be seasonal but will help fill your blog.

- October is also breast cancer awareness month, if this is a cause you believe in, you could do a series on the statistics and how someone can help.
- Blog about a charity or cause you believe in.
- Share a useful website, blog or podcast with your readers
- Tips to reduce morning rush

Alternative:

October is International Strategic Planning Month

7th – International Frugal Fund Day (this ought to be fun)

November

The holidays are rolling in now in North America. The biggest news this time is Thanksgiving. Here are some ideas for you:

- Eating healthy during the holidays
- Cooking tips, ideas and recipes
- Holiday cooking with kids
- How to keep the peace at Thanksgiving dinner table
- How to manage your finances to prepare for upcoming Christmas season
- Thanksgiving everyday – eat dinner at the dinner table
- Balancing work and family life

Alternative:

7th - 13th – World Kindness Week

23rd – National Salesperson's Day.

December

Christmas, Hanukkah, New Years is the highlight of the season. Tons of things to blog about now:

- Focus on family, and family time.
- Proper gifting etiquette at work
- Holiday budgeting
- Teaching kids about holiday budgeting
- How to occupy your children while traveling
- Best products of the year relevant to your market
- Annual recap – bring back old the best of posts of the year, the best comments of the year

Alternative:

As if this month isn't busy enough, if you have room you can always slip in these fun and interesting days:

5th – International Volunteer Day

8th – International Shareware Day

10th – 16th – Human Rights Week

15th - 21st International Language Week

Conclusion

This of course is not a comprehensive list. As mentioned in the beginning, there are so many angles you can take and each market has its own 'seasons' and observances. Remember, there's appeal for local observances and events too.

If there's nothing much going on, invent a holiday month, week or day. Have some fun and invite your newsletter readers to join in too. Search the Internet for fun events and observances. Also, don't forget personal milestones like your birthday or your business's founding day.

If you adopt a month, create a series around that theme. At the very basic, all you need is four posts one for each week of the month to focus on the theme. If you have other posts that are unrelated, great. There's no rule to say you must absolutely stick to the theme on every post. Additional posts just make your blog busier and a busy blog is good for traffic.

Hopefully this calendar will help you through those dry times and also help 'dress up' your blog around holidays and special occasions.

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