Content Calendar & 90-Day Growth Plan

Plan four to six weeks ahead. Pick a pace you could keep for a full year, even during busy weeks.

My schedule: Long-form every _____ on _____ Shorts per week: _____ Start date: _____

Publish date	Topic & working title	Format	Status	Related pieces
		LF / Short	idea scr narr edit sched pub	
		LF / Short	idea scr narr edit sched pub	
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Status: idea → scripted → narrated → edited → scheduled → published. Related pieces: the Shorts, article, and posts from the same idea.

The 30/60/90-Day Growth Plan

DAYS 1–30 · BUILD THE HABIT

- ☐ Schedule set and in my calendar
- ☐ Long-form on schedule, 2–5 Shorts each
- ☐ Shorts linked with Related video
- ☐ Website post for each video (Ch 12)
- ☐ Trailer, playlists, About section
- ☐ Replied to every comment
- ☐ Not obsessing over numbers yet

Review date: _____

DAYS 31–60 · LEARN FROM DATA

- ☐ Still publishing on schedule
- ☐ Weekly Analytics check
- ☐ Noted videos above my average
- ☐ A/B tested a low-CTR video (Ch 11)
- ☐ Started a series or follow-up
- ☐ Planned the next 4–6 weeks

Review date: _____

DAYS 61–90 · DOUBLE DOWN

- ☐ Calendar shifted to my best subjects
- ☐ Extra Shorts from my best videos
- ☐ Refreshed older titles and thumbnails
- ☐ Reviewed my workflow (Ch 15)
- ☐ Set my next 90-day goals

Review date: _____

My one controllable 90-day goal

_____

Example: "Publish 12 long-form videos and 40 Shorts without missing a week."

Winning subjects to build on

1. _____
2. _____
3. _____

Never do this

- x Buy subscribers, views, or likes
- x Join "sub for sub" schemes
- x Chase trends outside my subject
- x Delete videos in frustration (repackage)

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