

SAMPLE · ONE OF MANY POSSIBLE PLANS

# A Year of Content

for "Pioneer Carpentry Co." — a fictional finish-carpentry shop

One theme per month across 4 rotating pillars — that's 48 monthly themes driving every blog post, social caption, newsletter, and GBP update for the year. The grid below is the bird's-eye view. The actual workbook turns each cell into a week's worth of content across every channel.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
WORKSHOP Behind the bench	W1 Year-end tool clean & sharpen	W1 My favorite hand plane explained	W1 New shop dust-collection setup	W1 Spring reorg — what's leaving	W1 Why I still hand-cut dovetails	W1 Workbench tour & jig roundup	W1 How I pack a job-site truck	W1 Sharpening-day routine	W1 New apprentice's first week	W1 Sawdust extraction upgrade	W1 Tool maintenance before winter	W1 Year-in-the-shop reflection
BUILT Project showcases	W2 Finished kitchen built-in reveal	W2 Master-closet system tour	W2 Custom mantle install	W2 Mudroom transformation	W2 Library wall — start to finish	W2 Outdoor-kitchen frame	W2 Wine-cellar shelving	W2 Garage workbench commission	W2 Built-in bunk beds	W2 Reclaimed-barnwood feature wall	W2 Holiday display shelving	W2 Best of the year — top 5 builds
MATERIALS Wood education	W3 White oak vs. red oak	W3 Why I won't use MDF for this	W3 Sourcing hardwood locally	W3 Walnut: when it's worth it	W3 Plywood grades, explained	W3 Cherry darkens — what to know	W3 Buying rough lumber 101	W3 Why kiln-dried matters	W3 Reclaimed wood: pros & cons	W3 Maple vs. birch for cabinets	W3 Finishing oils compared	W3 Next year's wood wish list
SEASON Timely & local	W4 New year, new home projects	W4 Valentine's wood-gift ideas	W4 Tax-time write-offs for renos	W4 Spring open-house favorites	W4 Mother's Day commissions	W4 Father's Day workshop tour	W4 Summer- rental refresh ideas	W4 Back-to-school built-in desks	W4 Fall reno-season kickoff	W4 Autumn entryway setups	W4 Holiday hosting prep — built-ins that help	W4 Custom holiday commissions

## How to read this **it's not as busy as it looks**

**One topic per week.** Pillar rotates W1 → W2 → W3 → W4, then back to W1. You write about one thing per week and never repeat for a year.

**Each topic is a "post family."** One blog post + 3 social posts + 1 newsletter angle + 1 GBP update, all on the same theme. Five pieces of content; one decision.

**The calendar is the plan.** When the question "what should I post this week?" disappears, posting consistently stops being a willpower problem.

Flip the page →

The back is the same grid — blank, for your business.

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BLANK TEMPLATE · PRINT AND FILL IN

# Your Year of Content

Pick four pillars. Fill in 48 monthly themes. Done.

For:

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>PILLAR 01</b> <hr/> posts week 1												
<b>PILLAR 02</b> <hr/> posts week 2												
<b>PILLAR 03</b> <hr/> posts week 3												
<b>PILLAR 04</b> <hr/> posts week 4												

### How to fill it in **don't overthink this**

**Step 1.** Name your four pillars on the left. They should be the four kinds of stories your business has to tell — not your services list. (See the filled-in Sample on the front.)

**Step 2.** Write one specific topic per cell — 48 in total. Don't aim for clever, aim for relevant.

**Step 3.** Each topic becomes a week's worth of content: blog post, social posts, GBP update, newsletter angle. One decision, five pieces.

### Stuck filling it in?

That's the part most owners get stuck on. The work I do for clients turns this exact grid into a finished plan in two hours.

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