



The Content Planner: A Complete Guide to Organize and Share Your Ideas Online (Business Series)

Angela Crocker

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The Content Planner helps business writers plan, create and publish content to a website. Readers know the importance of publishing frequent, unique content to their blog but they struggle to take action. Some are overwhelmed at the prospect of brainstorming topics to write about let alone writing and publishing the content. Others are unable to organize their ideas into a viable publishing schedule and end up publishing nothing. By using an editorial calendar to plan a month of online content in advance, each business will save time, build relationships with customers, write more professionally, share content consistent with the brand, and better serve their customers and potential customers. *The Content Planner* provides a structure that focuses each business on the types of content that support their business objectives.

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