

365 DAY CONTENT CALENDAR

ARTIST EDITION



The Unsigned Artist

M A N A G I N G Y O U R C A R E E R

www.nikkipope.com/the-unsigned-artist

YOUR MONTHLY CONTENT PROCESS

1

SCHEDULE CONTENT
PREP DAYS INTO A
PROJECT
MANAGEMENT APP
LIKE TRELLO

2

BRAINSTORM
CONTENT IDEAS
FOR THE MONTH

3

CO-ORDINATE
WITH YOUR
RELEASE
CALENDAR

4

WRITE/RECORD
ANY NECESSARY
CONTENT

5

CREATE FREEBIE
FOR CONTEST
WINNERS OR
MAILING LIST
SUBSCRIBERS

6

DETERMINE THE
CALL TO ACTION
FOR EACH PIECE
OF CONTENT

7

CREATE SOLID
CAPTIONS FOR
EACH POST

8

SCHEDULE ALL
CONTENT TO BE
POSTED IN YOUR
PREFERRED APP

9

INTERACT WITH
FANS AND
FOLLOWERS

prepare

PREP YOUR CONTENT MONTH

PREPPING FOR YOUR FIRST MONTH

- Set up your Content Photoshoot:

Your content creation will be based mostly around visual images so this is important! Really look back carefully at the work we have done on Artist Branding in the video workshop to choose which style of shooting would best suit you and your music. Consider your style of clothing and the location of your shoot.

This doesn't need to be expensive, do some research or if need be, use a phone that has a really great camera on it and then tweak it in the editing stage!

- Sift through blogs, musical institutions and social media hashtags to find articles or inspiring posts that your fans may love to read. Create a list of interactive links so that you can repost them later on. Google Docs is a great tool for this!

- Cut up videos of your music into 59 seconds, both live and promotional, where possible, add subtitles.

- Cut up audio from tracks, live interviews and make them into clips, adding subtitles.

- Establish any themes that best suit your core message. Have something that your fans can count on to come each week if they follow you. It will give them value for becoming a follower of yours, after of course falling in love with your music! Themes could be a music tip each week? An artist of the week? This can possibly give cross promotion possibilities also!

It could also be something to motivate or to inspire people.

ROUGH MONTHLY RELEASE SCHEDULE

POSSIBLE RELEASE SCHEDULE

Everyones plans are different and if this doesn't work for you then that's absolutely fine!

I'll be using this rough estimated schedule as an example as we go through the calendar but I have also supplied you with a clean sheet on the next page to create something for yourself.

Here we go...

JANUARY

Build Fanbase

JULY

LIVE SHOW!!!

FEBRUARY

Build Fanbase

AUGUST

Release Promo

MARCH

Release Promo

SEPTEMBER

RELEASE!!!

APRIL

RELEASE!!!

OCTOBER

Show Promo

MAY

Promote Release

NOVEMBER

LIVE SHOW &
Merchandise

JUNE

Show Promo

DECEMBER

Promote Merch

RELEASE

January

JANUARY CONTENT

OVERVIEW

January is a time for renewal, motivation and inspiration.

It's the perfect opportunity to dust yourself off and inject some of that real go-getter attitude that possibly got lost a bit towards the back end of last year.

Take some time to look at creating a set of goals for the year ahead, work to a quarterly schedule so that you are breaking down the bigger picture and setting yourself realistic time frames and expectations.

Usually, I try to aim for a release of some sort (a track, cover or music video) every 4 - 5 months but everyone is different and because of that, I'm going to keep this pretty vague so as to allow you to input your own release plan. Take some time to figure that out and input accordingly on the next page where I've supplied you a clean sheet for each month.

Feel free to repeat any of the ideas on the calendar a few times throughout the month, posting at the best times according to your analytics.

POSSIBLE JANUARY CONTENT

-Posts with the intention to motivate, ie. supporting other artists, 'New Year, New You'

- Teasing exciting opportunities ahead with maybe quotes for 'following your dreams' paired with an authentic caption on what you're planning for the year ahead (be vague though, don't give it all away at once')

JANUARY CONTENT

OVERVIEW

JANUARY CONTENT

JANUARY

JANUARY CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			NEW YEARS DAY! POST LIVE 1	2	PERSONAL PICTURE FROM THE HOLIDAYS 3	4
PROMO PICTURE 5	6	SHARE SOMETHING FUNNY 7	8	POST AN ARTICLE OR BLOG REVIEW 9	10	#SATURDAY SHOUTOUT SUPPORT ANOTHER ARTIST 11
12	MONDAY MOTIVATION QUOTE 13	14	LIVE SHOW PICTURE 15	16	PROMOTE A FREE MUSIC DOWNLOAD 17	21
ASK A QUESTION 19	20	#TUESDAYTIP MUSIC TIP OF THE WEEK 21	22	REPOST AN INSPIRING ARTIST YOU FOLLOW 23	24	SHARE A MUSIC VIDEO CLIP 25
26	RECOGNISE A FAN 27	28	PROMOTE A PAST SONG 29	30	INSPIRATIONAL QUOTE 31	

JANUARY CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	21
19	20	21	22	23	24	25
26	27	28	29	30	31	

February

FEBRUARY CONTENT

OVERVIEW

Congratulations!

You made it through your first month of solid content! Realistically you were maybe only able to post every 2-4 days, especially if you're just starting out and have less content to post. That's absolutely fine because we're working towards the bigger picture here.

So, what are you looking to achieve in your second month of 2020?

Head back to your quarterly goals and if you've taken the video workshop, use the business plan we created. Re-adjust the goalposts if you need to.

Keep targets at eye level because you are heading into the half way mark before your next 3 month evaluation.

Maybe this quarter is about building and nurturing your fanbase? Great! Keep your eye on the prize, producing value-added content for your fans...

Feel free to repeat any of the ideas on the calendar a few times throughout the month, posting at the best times according to your analytics.

POSSIBLE FEBRUARY CONTENT

- Introduce a theme? Maybe a post series to add some structure? This could be a 'Clean The House Cover Song Saturday'! Whatever it is, have fun with it and make it a regular spot because that will give you some focus and you're less likely to burnout with a more structured posting strategy!
- Maybe you can introduce an 'Artist of the Month' highlighting other musicians that you follow?

FEBRUARY CONTENT

OVERVIEW

FEBRUARY CONTENT

FEBRUARY

FEBRUARY CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

PROMO
PICTURE

1

SHARE A
BOOK THAT'S
HELPED
YOUR
CAREER

2

PROMOTE A
FREE MUSIC
DOWNLOAD

4

BEHIND
THE
SCENES

6

HOST A
PRIVATE
CONCERT ON
FB LIVE

8

MONDAY
MOTIVATION
QUOTE

10

INSPIRATIONAL
QUOTE

12

VALENTINES
DAY
INSPIRED
POST

14

ASK A
QUESTION

16

#TUESDAYTIP
MUSIC TIP OF
THE WEEK

18

REPOST
AN
INSPIRING
ARTIST YOU
FOLLOW

20

SHARE
SOMETHING
FUNNY

21

INSTAGRAM
CHALLENGE
YOUR FANS

22

SHARE A
RITUAL OR
ROUTINE

24

FREE
SONG
DOWNLOAD

26

'ARTIST
OF THE
MONTH'

28

23

25

27

29

FEBRUARY

FEBRUARY CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March

MARCH CONTENT

OVERVIEW

The last month of the first quarter!

How did we get here? Weren't we just in 2019?

Alright, we have four more weeks to really smash those first quarter goals!

Let's do this!

Dependent on your schedule, you might be looking at releasing your first/next track in April? That means the work with promotion starts here, in March. You should probably already have your music video and track completed by now.

Begin trimming up a few extracts of both the video and the audio for content. Everything should be uploaded and your release date set across your online stores. Give yourself 4 – 6 weeks to allow for any problematic issues because, and here's no surprise, technology is not always our friend!!

Allow space for internal error uploads, late cover artwork or maybe even a disgruntled team member (hopefully not)!

POSSIBLE MARCH CONTENT

- Start to tease the possibility of new music
- Run contests
- Continue to provide value-added content to your feed

MARCH CONTENT

OVERVIEW

MARCH CONTENT

MARCH

MARCH CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1

REPOST
SOMETHING
INSPIRING

2

3

TEASE
NEW
MUSIC

4

5

PROMO
PICTURE

6

7

INTERNATIONAL
WOMEN'S DAY
INSPIRED POST

8

9

#TUESDAYTIP
MUSIC TIP OF
THE WEEK

10

11

PROMOTE A
FREE MUSIC
DOWNLOAD

12

13

ANNOUNCE
NEW
MUSIC
RELEASE
DATE

14

SOUNDBITE
OF NEW
TRACK

15

16

17

INSPIRATIONAL
QUOTE

18

19

SHARE
CREATIVE
PROCESS
IE.
SONGWRITING

20

21

ASK A
QUESTION

22

23

INSTAGRAM
CHALLENGE
YOUR FANS

24

25

ASK FANS
TO SPOTIFY
PRE-SAVE

26

27

TEASE
MUSIC
VIDEO
CLIP

28

'ARTIST
OF THE
MONTH'

29

30

31

FEBRUARY

MARCH CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

april

APRIL CONTENT

OVERVIEW

What an exciting first quarter!

What did you achieve? Did you stick to your goals or were you a little ambitious? Let's not get this twisted, I'm all for ambition but make sure you're setting realistic goals and time frames, otherwise you could be setting yourself up for a fall before you're even at the hurdle.

No problem, re-evaluate! It's a brand new quarter and there's new challenges to be won!

OR, maybe you did smash it and in that case - that's amazing!

Keep up the great work!

APRIL: If it's a release, that's amazing! Make sure you're all set and ready to go with everything including any promo, store uploads etc.

(Release Strategy Workshop coming in 2020!)

POSSIBLE APRIL CONTENT

-We are in the thick of a release promo so go hard or go home. Get those Spotify Pre-Saves and gather those emails for your mailing list.

-Be sure to have a strong strategy in place, by now you should have been in contact with music bloggers, magazines and radio stations and hopefully you have some reviews on their way in.

- Keep using the ideas from the first quarter, switching them up across the days.

APRIL CONTENT

OVERVIEW

POSSIBLE APRIL CONTENT

APRIL CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

TEASE
NEW
MUSIC

1

WORLD
PARTY
DAY
INSPIRED
POST

3

4

INTERNATIONAL
WOMEN'S DAY
INSPIRED POST

5

6

#TUESDAYTIP
MUSIC TIP OF
THE WEEK

7

8

PROMOTE A
FREE MUSIC
DOWNLOAD

9

10

RELEASE
TRACK!

11

POST YOUR
NEW SONG
REVIEW

12

13

14

INSPIRATIONAL
QUOTE

15

16

17

NATIONAL
RECORD
STORE DAY
INSPIRED
POST

18

RECOGNISE
A
FAN

19

20

INSTAGRAM
CHALLENGE
YOUR FANS TO
A LIP SYNC OF
YOUR NEW
SONG

21

22

TEASE
MUSIC
VIDEO
CLIP

23

24

RELEASE
MUSIC
VIDEO!

25

PROMO
PICTURE

26

27

ANNOUNCE
WINNER OF
YOUR
INSTAGRAM
CHALLENGE

28

29

'ARTIST
OF THE
MONTH'

30

APRIL

APRIL CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

may

MAY CONTENT

OVERVIEW

Congratulations on your new release! I hope it got tonnes of love!

Now we need to keep that momentum up, HOWEVER there's a fine line between publicity and a pain in the butt!

It's true, people do not come onto social media to buy. They are here to socialise which is why you must learn the art of the 'push/pull marketing technique'. As a musician, you are still a salesperson, you are asking fans to buy your product, that's either a physical purchase or a download/streaming of your music so tread carefully.

You want to keep your posts at a ratio of 1 in 5, meaning for every 5 posts, one of them is promotional and the others are personable and relatable, which is still a subtle sell because, you'll find that people buy the person usually and not so much the product!

Keep your Call To Action's short and sweet, making it easy for fans to accomplish what you want them to do!

POSSIBLE MAY CONTENT

- Work on using your hashtags more this month to increase your fanbase
- Use similar ideas as previous months
- Post reviews
- Post more 'Behind The Scenes' content to include fans

MAY CONTENT

OVERVIEW

MAY CONTENT

MAY CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

PROMO
PICTURE

1

2

BEHIND
THE
SCENES
IN THE
STUDIO

3

#TUESDAYTIP
MUSIC TIP OF
THE WEEK

5

PROMOTE A
FREE MUSIC
DOWNLOAD

7

POST
A
REVIEW

9

#MONDAYBLUES
INSPIRED
POST

11

INSPIRATIONAL
QUOTE

13

ASK FOR
YOUTUBE
SUBSCRIBERS

15

RECOGNISE
A
FAN

17

INSTAGRAM
CONTEST FOR
BEST DANCER
TO YOUR
TRACK

19

BEHIND
THE
SCENES
MUSIC
VIDEO

21

Q&A
ON REDDIT
OR
TWITTER

23

PROMO
PICTURE

25

ANNOUNCE
WINNER OF
YOUR
INSTAGRAM
CHALLENGE

27

#FLASHBACK
FRIDAY

QUOTE A
LEGENDARY
MUSICIAN

29

30

'ARTIST
OF THE
MONTH'

31

MAY

MAY CALENDAR

FILL THIS VERSION OUT

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1

2

3

4

5

6

7

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9

10

11

12

13

14

15

16

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31

MAY

June

JUNE CONTENT

OVERVIEW

It's the last month of the second quarter and that means that we are HALF WAY people!

When I get to this stage in the year, I like to really take a good couple of days to make sure I am on the right path and to consider my options for the last 6 months of the year. I tend to visualise what I would like to be clinking my champagne glass to on New Years Eve at the end of the year. I ask myself questions on how I can really push those boundaries for these last two quarters, reaching for the more difficult opportunities.

Nothing worth having comes from sitting in your comfort zone so really stretch your limits here. Choose one of the more wilder goals from the 'Dream List Exercise' if you've taken our video workshop and look at what steps you need to take to achieve it.

Keep nurturing that fanbase of yours also, contact each one personally with a welcoming voice message! It will go a long way to show your appreciation that they are there and wanting to follow your journey!

POSSIBLE JUNE CONTENT

-MOTIVATE and INSPIRE your followers, by pushing them to chase their dreams, it'll push you also!

- Promote that live show like your life depends on it, use your Instagram stories, show up live on Facebook. Do whatever it takes to get those tickets sold!

JUNE CONTENT

OVERVIEW

JUNE CONTENT

JUNE

JUNE CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

#WEEKENDVIBES

POST A LIVE
ACOUSTIC
VERSION OF
YOUR TRACK

1

2

3

4

5

6

INTERVIEW
EXTRACT

PROMO
PICTURE

GARNER
SUPPORT
FOR AN
INDUSTRY
CAUSE

PROMOTE A
FREE MUSIC
DOWNLOAD

POST
A
REVIEW

7

8

9

10

11

12

13

ANNOUNCE
A LIVE
SHOW!

#TUESDAYTIP
MUSIC TIP OF
THE WEEK

POST
PLAYLIST
ADDITION

ASK FOR
MAILING LIST
SUBSCRIBERS
IN RETURN FOR
A SHOW TICKET
RAFFLE

14

15

16

17

18

19

20

RECOGNISE
A
FAN

SHARE A
ROUTINE
OR RITUAL

BEHIND
THE
SCENES

21

22

23

24

25

26

27

#SUNDAY
FUNDAY

LIVE FB

28

29

30

'ARTIST
OF THE
MONTH'

JUNE

JUNE CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July

JULY CONTENT

OVERVIEW

Second quarter = DONE!

How did it go? Are you satisfied that your checklist is slowly disappearing, and that your targets are getting closer? Take a second to really appreciate the steps you have taken and what's been accomplished already! We are halfway through 2020! Are you feeling more accomplished? Let's keep going!

What does that third quarter look like for you? Maybe it's been a breeze so far? If so, ask yourself if you need to do to test & challenge yourself more? According to our rough estimated calendar, we could potentially be setting up for a new track release come August/September and looking at a live show also!

Let's look at some new ideas for posting!

POSSIBLE JULY CONTENT

- Use motivation to spark your followers mid year lull, it's a time when we start to get a little complacent but there's still 6 months to go and those 6 months could easily change your lives if you put the work in!
- Promote that show! Take pictures of your posters around the city and use your Instagram IGTV for doing so! IGTV will put you in the favour of the algorithm on Instagram which means you'll be showing up more often on feeds.
- Create 'spacers' for your lyrics using apps like CANVA or SNAPPA.

JULY CONTENT

OVERVIEW

JULY CONTENT

JULY

JULY CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

MOTIVATIONAL
QUOTE

1

2

3

PROMOTE
YOUR
SPOTIFY

4

REPOST
SOMETHING
INSPIRING

5

6

7

SNEAK
PEEK AT
REHEARSALS

8

9

POST
A
REVIEW

10

11

GIVEAWAY
RAFFLE!
FREE SHOW
TICKETS TO
SOMEONE WHO
FOLLOWS YOU

12

13

#TUESDAY
TUNES

PROMOTE
AN OLD SONG

14

15

SHARE
SOMETHING
FUNNY

16

17

POSTER
FOR LIVE
SHOW

18

FACT OR
FICTION!

PLAY A
GAME WITH
FANS

19

20

21

#HUMPDAY
PROMOTE
SONG ON
ITUNES

22

23

SHOW DAY!
FB LIVE
BEHIND THE
SCENES

24

25

#SUNDAYREAD

PROMOTE A
BOOK THAT'S
HELPED YOUR
CAREER

26

27

LIVE
SHOW
PICTURE

28

29

30

'ARTIST
OF THE
MONTH'

31

JULY

JULY CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

august

AUGUST CONTENT

OVERVIEW

August means we're closing in on a similar process as the first quarter, promoting a possible new release. Head back and see if you remember anything that worked in particular on that first round that you might want to look at repeating.

Let's say that your next track is dropping in September for example, we need to again, make sure that you are fully prepared and ready, allowing time for mishaps and technology malfunctions!

Keep using all of that lovely content you gathered from the live show and any reviews or successful playlist submission promo to sprinkle into your feed along the way.

It's FESTIVAL month though, so maybe you're performing a lot? Keep gathering pictures and video for future content and promotion!

POSSIBLE AUGUST CONTENT

- We're all about the live stuff in August, the sun is shining and you're probably performing a bunch of garden parties or festivals. Lots of live feeds and Instagram stories!
- Keep recycling content from previous months
- Use new hashtags and have fun with it!

AUGUST CONTENT

OVERVIEW

AUGUST CONTENT

AUGUST

AUGUST CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
LIVE SHOW FOOTAGE 2		#NATIONAL FRIENDSHIP DAY INSPIRED POST 4		THANK A FAN 6		ASK A QUESTION 8
9	#MONDAYBLUES INSPIRED POST 10		INSPIRATIONAL QUOTE 12		PROMOTE YOUR FACEBOOK PAGE 14	15
#NATIONAL TELLAJOKES DAY INSPIRED POST 16		INTERVIEW EXTRACT 18		SHARE SOMETHING CONTROVERSIAL YOU HAVE AN OPINION ON 20		Q&A ON REDDIT OR TWITTER 22
23	PROMO PICTURE 24		#NATIONAL DOGDAY INSPIRED POST 26		#FLASHBACK FRIDAY QUOTE A LEGENDARY MUSICIAN 28	29
TEASE NEW MUSIC 30	31					

AUGUST CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

september

SEPTEMBER CONTENT

OVERVIEW

September: The final month of the third quarter!

We've got some exciting milestones waiting to happen and that's our focus this month. Let's promote that possible second track like we've never promoted it before. Lots of showing up LIVE and sharing soundbites of the track.

In amongst this, we can follow it up with the music video so get those visuals on point and trim up a few exciting extracts to post later on!

Make this exciting month COUNT!

SEPTEMBER CONTENT

- We're in promo world so let's keep giving the fans what they want with short clips of both video and audio.
- Gather those mailing lists with Spotify Pre-Save options and contest giveaways
- Keep sending love and support to other artists and fans!
- ASK people to spread the word about the new release!

SEPTEMBER CONTENT

OVERVIEW

SEPTEMBER CONTENT

SEPTEMBER

SEPTEMBER CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

PROMO
PICTURE

1

2

MOTIVATIONAL
QUOTE

3

4

PROMOTE
YOUR
INSTAGRAM

5

REPOST
SOMETHING
INSPIRING

6

7

8

ANNOUNCE
NEW
TRACK

9

10

SPOTIFY
PRE-SAVE

11

12

TEASE A
SOUNDBITE
OF NEW
TRACK

13

14

#TUESDAY
TUNES

PROMOTE
AN OLD SONG

15

16

SPACER
OF YOUR
LYRICS

17

18

RELEASE
NEW
TRACK!

19

POST
A
REVIEW

20

21

#HUMPDAY
PROMOTE
SONG ON
ITUNES

22

23

FREE SONG
DOWNLOAD
FOR MAILING
LIST
SUBSCRIBERS

24

25

RELEASE
NEW MUSIC
VIDEO!

26

SET A
'SING OFF'
CHALLENGE
FOR YOUR
FANS

27

28

29

'ARTIST
OF THE
MONTH'

30

SEPTEMBER

SEPTEMBER CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October

OCTOBER CONTENT

OVERVIEW

October, the first month of the final quarter!

Let's just appreciate those successes in your career that you have taken towards your dreams this year so far. You've potentially:

- Built a more engaged following with your value-added content
- Released two new tracks
- Released two new music videos
- Put on a show
- Possibly performed in festivals or other local events

That's pretty awesome!

If you didn't get around to some of these things, that's fine too! There's still TIME to make a difference in your career within this last quarter.

Really sit and evaluate what these last three months are set to look like for you.

POSSIBLE OCTOBER CONTENT

- Continued promotion of the newly released track
- Start to tease the idea of a Nov/Dec live show
- Introduce more games to play with your fans
- Show up live more consistently

OCTOBER CONTENT

OVERVIEW

OCTOBER CONTENT

OCTOBER

OCTOBER CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

PROMOTE
YOUR
TWITTER

1

2

3

REPOST
SOMETHING
INSPIRING

FACT
OR
FICTION
GAME

ANNOUNCE
WINNER OF
CHALLENGE

4

5

6

7

8

9

10

POST A
BLOG
REVIEW

#TUESDAYTIP
MUSIC BIZ
TIP OF THE
WEEK

SPACER
OF YOUR
LYRICS

ANNOUNCE
LIVE
SHOW!

11

12

13

14

15

16

17

PROMOTE
A
PLAYLIST
ADDITION

#HUMPDAY
PROMOTE
SONG ON
ITUNES

'SPOT THE
MISSING'...
GAME**

18

19

20

21

22

23

24

FOLLOWER
RAFFLE
FOR SHOW
TICKETS

MOTIVATIONAL
QUOTE

PROMO
PICTURE

'ARTIST
OF THE
MONTH'

25

26

27

28

29

30

31

OCTOBER

OCTOBER CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

NOVEMBER CONTENT

OVERVIEW

November begins the festivities as we start to notice the holidays creeping up on us. Take FULL advantage of this because you can make some really imaginative content around this time of year.

We're looking at getting fans to your possible live show this month too, give incentives, run challenges and contests for free tickets, find ways of really spreading the word around and overall, put on a great show!

There's no better publicity than positive word of mouth.

Another form of revenue for a musician is a merchandise range, maybe you're planning to introduce something like this in time for this show? It's a great push to try and get in some holiday gift sales also!

POSSIBLE NOVEMBER CONTENT

- Live Show promotion
- Play games and run contests for your fans
- Introduce a merchandise range just in time for your live show and also for Christmas

NOVEMBER CONTENT

OVERVIEW

NOVEMBER CONTENT

NOVEMBER

NOVEMBER CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

PROMO
PICTURE

1

MOTIVATIONAL
QUOTE

3

TEMPLATE
QUESTIONS
GAME**

5

BEHIND
THE
SCENES
SHOW
REHEARSAL

7

INTRODUCE
NEW
MERCH
RANGE

9

LIVE
SHOW
POSTER

11

ANNOUNCE
WINNER OF
CHALLENGE

13

14

FLASH
SALE
MERCH

15

#TUESDAYTIP
MUSIC BIZ
TIP OF THE
WEEK

17

SPACER
OF YOUR
LYRICS

19

PROMOTE
YOUR
SOUNDCLOUD

21

MERCH AD
ON
PINTEREST

23

#GIVEAWAY
TICKETS
CONTEST

25

SHOW
NIGHT!
BEHIND THE
SCENES

27

28

'ARTIST
OF THE
MONTH'

30

29

NOVEMBER

NOVEMBER CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

december

DECEMBER CONTENT

OVERVIEW

It's almost time to sit back and relax for the holidays, cheers to your success and take a well earned break for a week.

BUT not yet, we need to fill your feed with festivities, joy and potential sales!

So this year, in amongst the madness of track releases, live shows, merchandise and music videos, you could round it off by looking at your following and taking an engagement test. I'm a huge believer in the fact that you do NOT need hundreds of thousands of followers to make a difference, you just need the RIGHT followers. The ones that support you in every which way possible. To measure your engagement use this trick:

- Look at your last 12 posts on Instagram.
- Work between the 4th and the 10th post (7 posts total)
- Add up your 'likes' across the 7 posts and divide that number by how many followers you have.

1 - 4% = AVERAGE

4-8% = ABOVE AVERAGE

8-12% = GREAT

Above 12% = EXCELLENT

Remember that if you're feeling envious of someone that has a lot of followers, but their posts are getting low interaction, it means that those followers are not feeling influenced by this person, are not interested in the content and it could also possibly mean that they have a shady following! Focus on your own growth, not anybody elses.

POSSIBLE DECEMBER CONTENT

- Fill your feed with personable, relatable content
- Spread positivity to your followers
- Share your music (and possibly some festive covers!)

DECEMBER CONTENT

OVERVIEW

DECEMBER CONTENT

DECEMBER

DECEMBER CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

MOTIVATIONAL
QUOTE

1

2

PROMOTE
YOUR
BANDCAMP
PROFILE

3

4

LIVE
SHOW
PICTURE

5

GARNER
SUPPORT
FOR A XMAS
CAUSE

6

7

IGTV
LIVE ON
INSTAGRAM

8

9

10

ASK
A
QUESTION

11

12

FLASH
SALE
MERCH
GIFT

13

14

#TUESDAYTIP

MUSIC BIZ
TIP OF THE
WEEK

15

16

#FESTIVE
POST

17

18

PERSONAL
PICTURE
WITH
FRIENDS

19

POST A
XMAS
COVER
SONG

20

21

XMAS
GIVEAWAY
IE. MUSIC
DOWNLOAD

22

23

24

CHRISTMAS
DAY
POST

25

26

PROMO
PICTURE

27

28

'ARTIST
OF THE
MONTH'

29

30

NEW
YEARS
EVE
POST

31

DECEMBER

DECEMBER CALENDAR

FILL THIS VERSION OUT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		