

Editorial Calendar Template

PHASE 1: PRE-WRITING & PLANNING

MONTH/WEEK	TASK	DEADLINE	NOTES
WEEK 1	Brainstorm Story Ideas		Note key themes, characters, settings
	Define Target Audience		Who is the book for?
	Research Market Trends/Genre		Identify successful similar works
WEEK 2	Create Story Synopsis		Summarize plot, focus on key moments
	Develop Main Characters		Create detailed character profiles
WEEK 3	Outline Book Structure (Chapters)		Break story into major plot points
	Set Writing Goals (word count per day/week)		Set realistic expectations for pace

PHASE 2: WRITING THE FIRST DRAFT

MONTH/WEEK	TASK	DEADLINE	NOTES
WEEK 4	Start Writing Chapter 1		Focus on getting words down, don't worry about perfection
WEEK 5	Write Chapter 2		1,500 words goal
WEEK 6	Write Chapter 3		Build on story momentum
WEEK 7	Write Chapter 4		Continue developing themes and characters

WEEK 8	Write Chapter 5		Check consistency of tone and style
WEEK 9	Write Chapter 6		Keep momentum, aim for a consistent writing pace

PHASE 3: FIRST REVISION (SELF-EDITING)

MONTH/WEEK	TASK	DEADLINE	NOTES
WEEK 10	Revise Chapters 1-2		Focus on pacing, character development
WEEK 11	Revise Chapters 3-4		Tighten prose, clarify plot points
WEEK 12	Revise Chapters 5-6		Address any inconsistencies or weak areas
WEEK 13	Read Through Full Manuscript (Self-Review)		Evaluate overall structure and flow
	Prepare Manuscript for Beta Readers		Ensure formatting is clean

PHASE 4: BETA READERS & SECOND REVISION

MONTH/WEEK	TASK	DEADLINE	NOTES
WEEK 14	Send Manuscript to Beta Readers		Allow 2 weeks for feedback
WEEK 15	Gather Beta Feedback		Review critiques and suggestions
WEEK 16	Revise Manuscript Based on Feedback		Focus on major revisions, clarity, pacing
WEEK 17	Send Manuscript to Editor for Professional Review		Aim for final polish

PHASE 5: FINAL REVISIONS & PREPARATION FOR RELEASE

MONTH/WEEK	TASK	DEADLINE	NOTES
WEEK 18	Implement Edits from Professional Review		Clean up grammar, formatting, structure
WEEK 19	Final Proofread (Self or via Professional Proofreader)		Ensure no errors remain
WEEK 20	Create/Commission Book Cover + Interior Design		Work with graphic designer or use self-publishing tools
WEEK 21	Format Manuscript for E-Book & Print		Final step before release

PHASE 6: MARKETING & PROMOTION

MONTH/WEEK	TASK	DEADLINE	NOTES
WEEK 22	Develop Marketing Strategy (Email list, social media posts)		Plan teaser campaigns, cover reveals
WEEK 23	Write Marketing Copy (Book Blurb, Website, etc.)		Perfect your sales pitch
WEEK 24	Schedule Social Media Posts & Email Campaigns		Promote launch on all channels
WEEK 25	Pre-Order Campaign (If Applicable)		Set up pre-order link if publishing on Amazon, etc.

PHASE 7: RELEASE DAY & POST-LAUNCH

MONTH/WEEK	TASK	DEADLINE	NOTES
RELEASE DAY	Publish Book (eBook + Print)		Announce on social media, email list
	Host Launch Event (Online or Physical)		Maximize engagement on launch day
WEEK 26	Promote Book through Interviews, Blog Posts		Target influencers, bloggers
WEEK 27	Track Sales, Review Feedback, Monitor Marketing		Adjust strategy based on results

PHASE 8: ONGOING MARKETING & FUTURE PROJECTS

TASK	DEADLINE	NOTES
Continue Social Media Engagement	ONGOING	Keep your audience engaged regularly
Plan Next Project	ONGOING	Start brainstorming and outlining your next book

NOTES:

- **FLEXIBILITY:** Adjust deadlines and tasks based on your pace and writing habits.
- **ACCOUNTABILITY:** Review your calendar weekly to ensure you're on track.
- **PROMOTION:** Marketing should start months before the release to build momentum.
- **BREAKS:** Don't forget to include rest periods in your schedule to avoid burnout.