

---

# CONTENT CALENDAR

Plan, track, and execute your weekly content across all platforms.

---

## WEEKLY OVERVIEW

Month: \_\_\_\_\_ Week: \_\_\_\_\_ Anchor Topic: \_\_\_\_\_

### MON

Platform	Content Type	Topic / Hook	Status
_____	_____	_____	[ ]
_____	_____	_____	[ ]
_____	_____	_____	[ ]

### TUE

Platform	Content Type	Topic / Hook	Status
_____	_____	_____	[ ]
_____	_____	_____	[ ]
_____	_____	_____	[ ]

### WED

Platform	Content Type	Topic / Hook	Status
_____	_____	_____	[ ]
_____	_____	_____	[ ]
_____	_____	_____	[ ]

### THU

---

Platform	Content Type	Topic / Hook	Status
_____	_____	_____	[ ]
_____	_____	_____	[ ]
_____	_____	_____	[ ]

## FRI

Platform	Content Type	Topic / Hook	Status
_____	_____	_____	[ ]
_____	_____	_____	[ ]
_____	_____	_____	[ ]

## SAT

Platform	Content Type	Topic / Hook	Status
_____	_____	_____	[ ]
_____	_____	_____	[ ]
_____	_____	_____	[ ]

## SUN

Platform	Content Type	Topic / Hook	Status
_____	_____	_____	[ ]
_____	_____	_____	[ ]
_____	_____	_____	[ ]

---

# WEEKLY PERFORMANCE TRACKER

Fill in at end of week. Track what's working, kill what isn't.

Platform	Posts	Views	Engagement	Link Clicks	New Followers
TikTok	_____	_____	_____	_____	_____
Instagram	_____	_____	_____	_____	_____
X / Twitter	_____	_____	_____	_____	_____
LinkedIn	_____	_____	_____	_____	_____
YouTube	_____	_____	_____	_____	_____
Newsletter	_____	_____	_____	_____	_____
Blog	_____	_____	_____	_____	_____

## WEEKLY DEBRIEF

Top performing content this week:

---

---

What to double down on next week:

---

---

What to stop or change:

---

---

New email subscribers this week: \_\_\_\_\_

Revenue generated this week: \$\_\_\_\_\_

---

