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Content Marketing Scheduler

This scheduler is built around a sustainable “create once, repurpose often” framework that authors can easily replicate.

[Author/Book Title] Weekly Content Schedule

Core Weekly Focus

- **Content Pillar of the Week:** *(Select one: Behind-the-Scenes, Book Themes/Tropes, or Author Lifestyle)*
- **Weekly Goal:** *(Select one: Email sign-ups, Book pre-orders/sales, or Community engagement)*

The Editorial Calendar Grid

Day	Content Channel	Content Format	Topic / Hook Call to Action (CTA)
Monday	Core Long-Form	Blog Post / Newsletter	
Tuesday	Social Media	Text & Image Post	
Wednesday	Short Video	TikTok / Reel / Short	
Thursday	Engagement	Poll / Question Graphic	
Friday	Promotional	Direct Pitch / Review	
Weekend	Casual	Stories / Behind-the-scenes	

Daily Content Prompts (Fill-in-the-Blank)

Monday: The Anchor Content

- **Channel:** Author Newsletter or Website Blog
- **Prompt:** Write a deep dive into this week's theme.
- **Author Note:** *This is your "parent" content. You will pull all week's social media posts from this one piece.*

Tuesday: The Educational / Entertainment Piece

- **Channel:** Primary Social Media (e.g., Instagram, Facebook, LinkedIn)
- **Prompt:** Share a quote, trope checklist, or a major takeaway from Monday's anchor content.
- **Caption Starter:** "If you love [Trope/Theme], you might be wondering how..."

Wednesday: The Visual Hook

- **Channel:** Short-form Video (e.g., Instagram Reel, TikTok, YouTube Short)
- **Prompt:** Film a 15-second video using a trending audio track.
- **Visual Concept:** *(e.g., Aesthetic book flip, showing your writing space, or reacting to a plot twist)*

Thursday: The Audience Builder

- **Channel:** Stories or Social Media Feed
- **Prompt:** Ask your readers a direct question to boost engagement.
- **Interactive Element:** Use a poll, Q&A box, or simple "A vs. B" option.

Friday: The Direct Pitch

- **Channel:** All Channels
- **Prompt:** Ask your audience to take a concrete action.
- **Target Action:** *(e.g., Join the ARC team, download a free prequel chapter, or buy the book)*

Weekend: The Personal Connection

- **Channel:** Casual Stories / Status Updates
- **Prompt:** Share a glimpse into your real author life.
- **Concept:** What are you currently reading, drinking, or doing when you aren't writing?

Weekly Metric Tracker

Authors can use this quick checklist at the end of the week to measure what resonated:

- **Top Performing Post:**
- **New Email Subscribers:**
- **Total Books Sold/Pre-ordered:**