



ROGER C. PARKER'S *PUBLISHED & PROFITABLE*

Weekly Editorial Calendar

QUARTER, YEAR 3rd Quarter 2012

	MEDIA & TITLE	DATE	DUE	RESULTS
MONTH July 2012 TOPIC OR THEME Choosing a book topic	P&P blog, <i>Where do Book Ideas Come From?</i>	July 5	July 2	3 comments, 117 RTs
	Free webinar, <i>Does Your Book Topic Make Sense?</i>	July 10	July 6	
	CMI guest post, <i>Topic Trends for Premium Books</i>	July 18	July 13	
	P&P blog, <i>Selecting Topics for Self-Published Books</i>	July 23	July 20	
MONTH August 2012 TOPIC OR THEME Selecting a Title for Your Book	P&P blog, <i>10 Keys to Book Title Success</i>	Aug 1	July 27	
	Free webinar, <i>Choosing the Right Book Title</i>	Aug 7	Aug 3	
	CMI guest post, <i>Title Suggestions for Premium Books</i>	August 15	Aug 10	
	P&P blog, <i>Testing Your Book Title Idea Before It's Too Late</i>	Aug 20	Aug 17	
MONTH Sept. 2012 TOPIC OR THEME Creating a Table of Contents	P&P blog, <i>12 Tools to Organize Your Ideas into Chapters</i>	Sept 5	Aug 31	
	Free webinar, <i>Getting Started Harvesting Your Ideas</i>	Sept 11	Sept 6	
	CMI guest post, <i>Finding Content Gold on Your Hard Drive</i>	Sept 12	Sept 7	
	P&P blog, <i>Using Mind Maps to Create a Table of Contents</i>	Sept 17	Sept 14	