

Fictional Example of a Publishing Schedule  
Including Timeline and Milestones

2023	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue						
						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
Jan																																				
Feb			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						
Mar			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			
Apr						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	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					
Jun				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			
Jul						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
Aug		1	2	3	4	5	6	7	8	9	10	11	12	13	14	Launch Podcast	15	16	17	18	Launch Newsletter	19	20	21	22	23	24	25	26	27	28	29	30	31		
					1	2	3	4	5	6	7	8	9	10	11	12	Educational IG post shared to IG & Facebook	Publish Podcast Episode 1	IG Reel + TikTok								26	27	28	29	30	31				
Sep					1	2	3	4	5	6	7	8	9	10	11	12	Educational IG post shared to IG & Facebook	Publish Blog Related to Podcast Episode 1	IG Reel + TikTok	Newsletter						23	24	25	26	27	28	29	30			
					Newsletter				Educational IG post shared to IG & Facebook	Publish Blog Related to Podcast Episode 1	IG Reel + TikTok	Newsletter				Educational IG post shared to IG & Facebook	Publish Podcast Episode 3	IG Reel + TikTok			Newsletter															
Oct						1	2	3	4	5	6	7	8	9	10	11	Educational IG post shared to IG & Facebook	Publish Podcast Episode 5	IG Reel + TikTok		Newsletter					21	22	23	24	25	26	27	28	29	30	31
									Educational IG post shared to IG & Facebook	Publish Blog Related to Podcast Episode 3	IG Reel + TikTok	Newsletter				Educational IG post shared to IG & Facebook	Publish Podcast Episode 5	IG Reel + TikTok		Newsletter																
Nov			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				
					Newsletter				Educational IG post shared to IG & Facebook	Publish Blog Related to Podcast Episode 5	IG Reel + TikTok	Newsletter				Educational IG post shared to IG & Facebook	Publish Podcast Episode 7	IG Reel + TikTok		Newsletter																
Dec					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Start of New Years Campaign	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
					Newsletter				Educational IG post shared to IG & Facebook	Publish Blog Related to Podcast Episode 7	IG Reel + TikTok	Newsletter				Educational IG post shared to IG & Facebook	Publish Podcast Episode 9	IG Reel + TikTok		Newsletter																