

Writer Nation

Launching Authorpreneurs ...

Post Ideas Content Swipe File



Use the list below to help you build your content calendar.
Populate your calendar with social media post and blog ideas.

- ✓ **Behind-the-scenes.** Talk about how you get your ideas (because you know you'll be asked), where you write, where you do your research
- ✓ **Excerpts of your work.** Do you have a really favorite scene? Share it.
- ✓ **Character Interviews.** These are always fun and can help you flesh out a character as well.
- ✓ **Book chronicle.** Journal your book. How you create your characters; how they respond to you on a given day; where you're having writers block and why; how you resolved the issue
- ✓ **Book covers.** Talk about why you like one over the other.
- ✓ **Research trips.** Write about what you ate, where you stayed, what you discovered, where you discovered it.
- ✓ **Location Scout.** Write about your setting and its history
- ✓ **Writers life.** How you became a writer, stay motivated and started your career
- ✓ **Supporters.** Interviews with people who've helped you on your journey: librarians, researchers, biggest supporter, funny little guy you met on the train who was super excited to find out you're a writer!

- ✓ **Reviews.** Connect something in your work to popular culture and become an expert on it. For example, Young Adult novelists could review episodes of Riverdale or Stranger Things. Mystery writers could review CSI or NCIS.
- ✓ **How To Posts.** Think about your main character's hobbies or interests or your own. Put together a list of how to do those things.
- ✓ **Create a list.** Of your favorite books, resources, travel destinations, foods/recipes, photos. Use memes and photos or links for the list, Do this for you and for your characters.
- ✓ **Checklist.** Take those How-to Posts and turn them into checklists.
- ✓ **FAQs.** Put together a Frequently Asked Questions post about your characters, your books, your hobbies or interests
- ✓ **Stats.** Pew Research and other sites are great to mine for stats that relate to your interests and hobbies and those of your characters. Use them for a stats post.
- ✓ **Videos.** Post videos of you reading your book or talking about your books, characters, interests or hobbies.
- ✓ **Video List.** Curate a list of videos related to the themes, messages, careers, hobbies or interests of you or your characters.
- ✓ **Holiday Posts.** Talk about what you and your characters do during the holidays, any holidays.
- ✓ **Bloopers.** Any photoshoot crazy shots? Post those. Crappy writing moments? Post those. Look through your videos and find flubs and use them. Bloopers show your humanity. Use them.
- ✓ **People to follow.** Are there influential people in the hobbies and interests of you and your characters you can create a list or repository of for your readers? Do it.

Make sure to check out the [Writer Nation Authorpreneur Playbook](#) to help you design your brand!