



ROGER C. PARKER'S *PUBLISHED & PROFITABLE*

Weekly Editorial Calendar

QUARTER, YEAR 3rd Quarter 2012

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