Know Your Goals

What do you hope to accomplish this quarter? Best to pick one overarching goal and one secondary goal!

Sell Products

This can be your own products and services, or other people's through affiliate links

Grow Your Email List

Bring on the lead magnets!

Grow Followers on Social

We need engaging posts, polls and questions to get your fans to share!

Work with Brands

Help them with their holiday marketing!

Dive in deeper at
MakeThatBacon.com/Holidays

Thanks to Lori Rice, Heather Vander Wey and Justin McChesney-Wachs for the inspiration.

Holiday Planning Guide

MakeThatBacon.com

Know Your Strengths

Look at your existing assets and what you are great at! These set your focus for quickly creating content and moving forward.

What Do People View?
What pages did people view last holiday season? Which social posts did they engage with? What have people commented on? These are your top assets!

What Products Do You Have?
What products or courses do you have?

What Content Do You Have?
What posts and recipes do you have live? What backlog of posts and recipes do you have?

What Do You Know?
What type of content or recipes is easy for you to create? What insights and knowledge do you have that people need?

Who Do You Know?
What connections do you have? Which brands have you worked with before? What bloggers could you collaborate with?

Plan Your Content

Plan your upcoming content for maximum effect.

Theme Content Around a Subject

Create new or existing content around your top viewed pages and social posts. It should be complementary but not conflict with SEO. It is perfect if you can rely on existing content and new content that is easy to create.

Example: If you have a top post for sugar cookies you can create posts around types of icing, how to decorate cookies, baking with kids...then tie it all together with an article on "Throwing a Cookie Decorating Party" with links to each one.

Create Lasting Evergreen Content

What do people come back year after year for? Creating these helps you consistently grow assets and can even be posted through the end of the holidays in anticipation for next year.

Update Existing Content

Take those top posts of yours and refresh the photos, add more FAQ info and re-submit them to social. Take those top social posts from last year and re-create them in new and interesting ways.

Attack Your Goals

Combine your goals with your strengths to move forward! Take that themed content, evergreen content, and refreshed content and use it to accomplish your goals.

Want to sell products?
Use inline links and inline ads to your products or other people's products.

Want to grow your email list?
Create lead magnets around your top pages, they can even be simple 1-page PDFs to start.

Want to grow your followers?
Put that focus into social, using your content to connect with your fans and provide information for free to engage them.

Want to work with brands?
Reach out with offers to create sponsored posts that fit into your themed content, compliment your evergreen content, or can even be worked into older content you are updating.

Take Care of Yourself

Nothing will get done if you burn yourself out!

Don't Do Too Much

You are just one person. There are many other stressors coming up with family and social obligations, so don't bite off too much.

Take Time For You and Your Family

Don't sacrifice family time, or personal time, for your blog. The holidays are about friends and family...keep it that way!

Breath, Plan, Take Action

Take a moment now and then to breath and think where you are going. Then take action and don't delay! Overplanning is just procrastination, and the more you do now, the more you can relax during the holidays!

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Makin' Bacon
Serve Your Fans.
Grow Your Income.

Amazing
Food MADE EASY