

Monthly Content Calendar & Ideas

For Estate Planning Lawyers

We know this is a lot of work. We're doing it alongside you! And maybe you don't need 4 good pieces of content to go live on your site every month. But this is a great place to start. Maybe make the first 2 weeks of this checklist last all of the month. The point is to put it on your calendar and get started!

Week 1 (Put these as scheduled tasks on your calendar this week!)

Day 1 - Mondays are for starting good things! Choose the topic from the list. Think of several good keywords that would work well for this topic. Do a little digging and see what Google results come up when you search for that topic in your area.

Day 3 - Refine your idea and start writing. Yes, we know it feels like going back to your grade-school days, but it's solid advice: write an outline first. Having good subheadings for your content is half the battle. Then use those subheadings to write a sentence or two (or more!) for each point you want to cover. It is also a great time to find an image that goes well with your new article.

Day 5 - SEO and publish. This is where you add that on-point headline and awesome metadata. Make sure you use your top keyword in your headline, title tag, and a few times within the body content. Also, be sure to link to another relevant page on your site. Now here comes the important part: Publish It! Post it to your site, and don't let yourself back down from putting your great content out there.

Weekly Wrap Up - Was there a great question one of your clients or prospects asked this week? What about a question that ALWAYS gets asked in your intake interviews? This is a great opportunity to start a "great content ideas" page in your journal or document software of choice!

Week 2 (Put these as scheduled tasks on your calendar this week!)

Day 1 - Write a FAQ. Grab one of the questions you came up with at the end of last week. Write down your best answer to that question.

Day 3 - SEO and publish. A FAQ isn't as complex as a full library article, but you still want to make sure it's on point.

Day 5 - Social media time! Questions are great starters to conversations on social media. Ask the question and direct people to your brand-new FAQ page for your answer. The traffic will help google notice you too!

Weekly Wrap Up - Does it bring up a bigger question you'd like to write out for next week's blog? Write that down in your journal or document. We're gonna use it on Monday!

Week 3 (Put these as scheduled tasks on your calendar this week!)

Day 1 - We're back to writing! If you're not ready for a full library article right now, try a shorter blog. Write something about your practice the first two weeks that struck you as interesting. Maybe a common problem that has come up. If your clients are experiencing it, people are searching for answers!

Day 3 - SEO again! If you're not up for making it Google-perfect right now, that's fine! Just think about the keywords, make sure you're focusing on one thing at a time in your content, and maybe find the perfect photo today.

Day 5 - Double-check and publish. Put any final touches on it, and put that blog LIVE. It's going to do everyone more good once it's published. And maybe you should send it out on Social Media again! That Linked-In page is a great place to start.

Weekly Wrap Up - Did this blog spark any interesting conversations? What about next month's topics? Have you checked on how last week's social media post performed? You know the drill, take out that Journal or Document!

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For Estate Planning Lawyers *(continued)*

Week 4 (Put these as scheduled tasks on your calendar this week!)

Day 1 - Mondays are for writing! It's email time: take that list you've got in your CRM and let them know about all the great content you've been writing! Today, you need to start writing an email. It doesn't have to be fancy—it just has to be from YOU. Write down two thoughts about the month you've just had. Then we'll make sure to link up everything else you've written!

Day 3 - Links to Your Content Last call! Go back and make sure you don't have any changes you'd like to make to the three (GREAT) pieces of content you've written this month. Then copy those links and headlines. Write a sentence about each of them in the email you started yesterday, and add those hyperlinks. An image wouldn't hurt either.

Day 5 - Send the email. Clean up the list if you need to, and send that email! At FWM, our CRM integrates with our email editor, but we know you have something similar. You can also start small and send it to the last 10 clients you spoke with. Starting somewhere and keeping your name top-of-mind AND spreading that great content you've written? Win-Win.

Weekly Wrap Up - Can you take a moment to be REALLY proud of the month you just accomplished?? Even if you don't do exactly this calendar every month, taking the ideas from it and making them YOURS is the next step to making sure Google knows just how awesome you (and your website) can be!

Content ideas to get you started:

- Do I Need an Estate Plan?
 - What's Included in My "Estate?" What am I Planning For? (All property, planning for children, loved ones, charities)
 - Why You Need to Re-Examine Your Estate Plan When You Get [Married / Divorced / Have Children / Etc.]
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- I Own Property in Several States. Will This Impact My Estate Plan?
 - Can I Create My Will? Do I Need a Lawyer?
-
- What Happens If the Beneficiary of a Will Can't Be Located?
 - What Happens If a Beneficiary Dies During Probate?
-
- Are There Any Times When I Should Not Use a Trust?
 - Do I Need a Trust If I Have a Will?
-
- Does Your Adult Child Need a Guardian? (what to consider)
 - What to Do if You Want to Be Your Adult Child's Guardian
-
- Charitable Remainder Annuity Trusts
 - How to Avoid Probate in [your state]
 - Is Probate Public Information?
-
- Estate Taxes; Federal Tax, State Tax, Avoiding Taxes, What Taxes Apply in [your state]?
 - What Is the Generation-Skipping Transfer Tax?