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communications

Editorial explainer: editorial project planning



Establish goals and forms

Creating a newsletter or magazine is exciting! But first, decide on your why. Do you want to build community by engaging your readers? Educate an audience about your industry? Knowing what you want to accomplish can also help you decide on what content container (magazine, newsletter, blog series) will work best.

Build your editorial team

Successful projects are built by knowing who will do what and when. Decide who to bring on internally, whether to outsource externally, and how the team will collaborate. Host a kickoff meeting to get input and decide on roles.



Establish a workback schedule



Deadlines are the glue that hold a project together. Working from the day you want to hit publish on your project, figure out when you need to get each part done: drafting, editing, approvals, graphics and more. Assign responsibilities and don't forget to be realistic about the timeline (20% longer than you think it will take).

Create your first product

Once you have your plan, go for it! Assign one person as an editorial project manager to check in with everyone and ensure deadlines are being met.



Review and iterate



Your first launch is cause for celebration! It's also a moment to check in and see how to smooth the process for next time. Organize a follow-up meeting to see what you could improve, and then get moving ahead to the next one!

Need more advice? We're happy to help!
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