

Creating a 30-Day Promotion Calendar Without Burnout Workbook

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This workbook helps you leave the workshop with a simple, repeatable 30-day promotion plan built around Visibility, Connection, Conversion, repurposing, and protected writing time.

1. Burnout Check-In

What makes promotion feel hardest right now? Circle or check all that apply:

- ☐ I feel like I have to post every day.
- ☐ I don't know what to post.
- ☐ I create everything from scratch.
- ☐ Promotion interrupts my writing.
- ☐ I'm on too many platforms.
- ☐ I post consistently but don't know what is working.

The ONE thing I most want to simplify is:

2. My Three Weekly Post Types

VISIBILITY

What can I post that helps new readers discover my books or author brand?

CONNECTION

What can I post that starts conversations and helps readers know me?

CONVERSION

What can I post that invites readers to take a clear next step?

3. My 12 Core Posts

Week	Visibility	Connection	Conversion
Week 1			
Week 2			
Week 3			
Week 4			

My preferred posting days:

Visibility: _____ Connection: _____ Conversion: _____

4. Repurposing Grid

Choose one strong idea and stretch it instead of starting over.

Asset	My Version
Main post	
Short video	
Quote graphic	
Discussion question	

Core idea I’m repurposing:

5. My Weekly Workflow

Task	Day	Time Block	What I'll Do
PLAN			
CREATE			
ENGAGE			
WRITE			

My non-negotiable writing time is:

My weekly promotion time limit is: _____

6. Burnout Guardrails

What will you do to keep this plan sustainable?

- ☐ Batch content
- ☐ Reuse strong ideas
- ☐ Schedule posts
- ☐ Keep an idea bank
- ☐ Limit platforms
- ☐ Protect writing time
- ☐ Stop chasing daily posting

One thing I will STOP doing:

One thing I will START doing:

7. 30-Day Promotion Calendar

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Key: V = Visibility C = Connection \$ = Conversion R = Repurpose W = Writing

8. My 30-Day Challenge

- ☐ Publish 3 intentional core posts each week.
- ☐ Repurpose at least 1 idea each week.
- ☐ Protect my writing blocks.
- ☐ Engage with readers intentionally.
- ☐ Review results at the end of 30 days.

The result I want from this month is:

9. End-of-Month Review

Which Visibility post reached the most new people?

Which Connection post created the best conversation?

Which Conversion post generated the most action?

Which content was easiest to repurpose?

What felt draining or unnecessary?

What will I repeat next month?

My Next-Month Promise

The goal isn't to promote more. It's to promote with purpose.

Next month, I will keep:

Next month, I will change:
