

Publishing Cadence Plan

Companion worksheet to "Why Publishing Less Often but More Consistently Beats Content Bursts"

Same total volume, very different signal. A site that publishes steadily reads as actively maintained; one that bursts and then goes quiet reads as abandoned between waves. Use this worksheet to find the breaks in your rhythm and commit to a cadence you can actually hold.

1. Plot your last six months

Look back at what you actually published, month by month, and read the shape.

Posts published in each of your last six months:

Longest stretch with nothing new published:

Your lowest-volume month, the honest baseline you can always hit:

2. Spot a broken rhythm

Check anything true of the last six months. Each one is a burst-and-silence tell.

- ☐ **A month with zero new posts**
A quiet quarter reads as a site that stopped being tended.
- ☐ **A burst of four or more posts in a single month**
Usually thinner, more rushed pieces than a steady pace produces.
- ☐ **No predictable publish day or week**
A reader could not guess when the next post lands.
- ☐ **Output that tripled one quarter to make up for another**
The jagged line, not the flat or gently rising one.
- ☐ **You have promised yourself you will "catch up later"**
The catch-up burst is the pattern, not the fix.

Tells checked: _____ / 5. Any of these means the rhythm, not the volume, is the thing to fix.

3. Choose a cadence you can sustain

The right cadence is the one you can hold without lapses, even in a busy spring.

Cadence I will commit to (weekly / biweekly / monthly):

Posts that produces in a year ____ · Can I hold it through April and May? (yes / no) ____

4. Your commitments

Turn the plan into three concrete moves.

This week.

Set your baseline cadence from the lowest-volume month above. The cadence I am locking in:

This month.

Put the publishing slots on your calendar like client appointments, with the same firmness. The day and time I am booking:

Ongoing.

When tempted to publish three in one week to get ahead, schedule them for sequential weeks instead. The buffer rule I will follow: