

## Top-of-funnel planning

Top-of-funnel stories are important for bringing in new readers. (Review [writing through the subscriber funnel](#).) As producer/planners, it's your job to ensure your newsroom(s) are planning meaningful TOF stories on a regular basis.

- \*Schedule a half-hour brainstorming meeting monthly or quarterly, as you and editors determine, for top-of-funnel planning.

- \*Include reporters on this meeting to help with brainstorming story ideas.

- \*Come prepared with ideas from:

- \*Other sites in your regional story sharing meetings or conversations with other producer/planners

- \*Trending topics in your area during the month

- \*Network-wide emails passed along from your audience team lead with story ideas

- \*Holidays during the month/quarter, including "holidays" like National Peanut Butter Day

- \*Known events happening in the area during the month/quarter (consult your long-term planning guide!)

- \*Lead the conversation during the meeting and take notes.

- \*After the meeting, organize the story ideas into a doc or spreadsheet, with planned story deadlines and/or publish dates. Consider the best timing for publishing each story and spread them out. Here is one example of a TOF story planning sheet from a site with monthly meetings: [Burlington TOF plans](#)

- \*Share this resource with editors and reporters, so they can work through the plan and ensure content is being produced. Editors must let the planner know of any updates: stories that fall through or are delayed, new ideas, etc.

- \*Check in with editors weekly on the progress of TOF stories and provide reminders if necessary.