2027 Digital Stewardship™

Editorial & Scribble Calendar

A 12-month GEO and AEO planning calendar for brands that want to be found first, by Google and by AI.

BEFORE YOU BEGIN

How to use this calendar

Each month gives you words to carry, space for three intentions and a full grid to plan around. It is built to be written on.

01

Open it on your tablet

Import the PDF into GoodNotes, Notability or any PDF app that supports a stylus. Pages are sized for iPad landscape.

02

Begin with the month's words

Each month opens with a line from The Refined Spine or a thought from Yati Senin. Read it, then write three intentions beneath it.

03

Scribble on the grid

Write publishing days, campaigns and deadlines straight into the day boxes. Singapore public holidays are already marked.

04

Look back each quarter

At the end of March, June, September and December, turn back through your notes and intentions, and see how far you have come.

STRUCTURAL STEWARDSHIP

"Structure is what holds a brand together. This calendar gives your visibility a spine."

Try it: circle your first publishing day in January.

2027 at a glance

WEEKS START MONDAY

January

M	T	W	T	F	S	S
				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	31

February

M	T	W	T	F	S	S
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

March

M	T	W	T	F	S	S
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	31				

April

M	T	W	T	F	S	S
			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		

May

M	T	W	T	F	S	S
					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
31						

June

M	T	W	T	F	S	S
	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				

July

M	T	W	T	F	S	S
			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	31	

August

M	T	W	T	F	S	S
						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	31					

September

M	T	W	T	F	S	S
		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			

October

M	T	W	T	F	S	S
				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	31

November

M	T	W	T	F	S	S
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					

December

M	T	W	T	F	S	S
		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	31		

SINGAPORE PUBLIC HOLIDAYS 2027

Fri 1 Jan	New Year's Day
Sat 6 Feb	Chinese New Year
Sun 7 Feb	Chinese New Year (day 2)
Mon 8 Feb	Public holiday (in lieu)
Wed 10 Mar	Hari Raya Puasa
Fri 26 Mar	Good Friday
Sat 1 May	Labour Day
Mon 17 May	Hari Raya Haji
Thu 20 May	Vesak Day
Mon 9 Aug	National Day
Thu 28 Oct	Deepavali
Sat 25 Dec	Christmas Day

Source: Ministry of Manpower, Singapore. Monday 8 Feb is a holiday because the second day of Chinese New Year falls on a Sunday.

01 2027

January

WORDS FOR THE MONTH

“You do not lose your power in one big, dramatic crash. You give it away in fifty polite little surrenders before lunch.”

The Refined Spine · Chapter 1

MY INTENTIONS

- ☐
- ☐
- ☐

NOTES

MON	TUE	WED	THU	FRI	SAT	SUN
				1 New Year's Day	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	31

02 2027

February

WORDS FOR THE MONTH

“The promises you make to yourself matter more than the sudden demands of other people.”

The Refined Spine · Chapter 1

MY INTENTIONS

- ☐
- ☐

NOTES

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6 Chinese New Year	7 Chinese New Year
8 Public holiday (in lieu)	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

03 2027
March

WORDS FOR THE MONTH

“Real confidence is not a magical feeling. You do not get it by writing wishes in a journal. It is built on clear, solid rules that you refuse to break.”

The Refined Spine · Chapter 1

MY INTENTIONS

- ☐
- ☐
- ☐

NOTES

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10 Hari Raya Puasa	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Good Friday	27	28
29	30	31				

04 2027

April

WORDS FOR THE MONTH

“Rest is not a reward you earn after the damage is done. It is the room where you put yourself back together.”

Yati Senin

MY INTENTIONS

- ☐
- ☐
- ☐

NOTES

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		

05 2027

May

WORDS FOR THE MONTH

“You do not need a three-page excuse to say no. … Give a clean, polite refusal, and stop talking. Silence is your best friend.”

The Refined Spine · Chapter 1

MY INTENTIONS

- ☐
- ☐
- ☐

NOTES

MON	TUE	WED	THU	FRI	SAT	SUN
					1 Labour Day	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17 Hari Raya Haji	18	19	20 Vesak Day	21	22	23
24	25	26	27	28	29	30
31						

06 2027

June

WORDS FOR THE MONTH

“Their anger is not proof that you did something wrong; it is proof that your boundary was long overdue.”

The Refined Spine · Chapter 1

MY INTENTIONS

- ☐
- ☐
- ☐

NOTES

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				

07 2027

July

WORDS FOR THE MONTH

“A setback is not the end of your posture. Straighten, breathe, and rise again, a little taller than before.”

Yati Senin

MY INTENTIONS

- ☐
- ☐
- ☐

NOTES

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	31	

08 2027

August

WORDS FOR THE MONTH

“If you want real confidence, you must learn to tolerate that awkward silence.”

The Refined Spine · Chapter 1

MY INTENTIONS

- ☐
- ☐
- ☐

NOTES

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9 National Day	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

09 2027

September

WORDS FOR THE MONTH

“Your spine is not built in a day. It is built in the small, quiet choices you make every morning.”

Yati Senin

MY INTENTIONS

- ☐
- ☐

NOTES

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			

10 2027

October

WORDS FOR THE MONTH

“Set your standard so clearly that no one has to guess where it is, least of all you.”

Yati Senin

MY INTENTIONS

- ☐ _____
- ☐ _____
- ☐ _____

NOTES

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 Deepavali	29	30	31

11 2027

November

WORDS FOR THE MONTH

“You are an adult. You have a brain, a voice, and a finite number of days on this earth.”

The Refined Spine · Chapter 1

MY INTENTIONS

- ☐
- ☐
- ☐

NOTES

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					

12 2027

December

WORDS FOR THE MONTH

“It is time to stand up and stop bending.”

The Refined Spine · Chapter 1

MY INTENTIONS

- ☐
- ☐
- ☐

NOTES

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 Christmas Day	26
27	28	29	30	31		

YOUR NEXT STEP

Become the answer, not just a result.

We help SMEs in Singapore and internationally be found first, by Google and by AI, through GEO and AEO strategy built to last.

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