

## Builders' Blog Content Creation template

1. In top row, list the different areas you work (renovations, kitchens, new builds etc).
2. In the left, list different kinds of expression (rant, Q+A, how to etc).
3. Follow the matrix to complete the table (once finished, you'll have 56 separate blog topics).
4. Get writing!

|               | Renovations  | Kitchens | Bathroom | Reclads | Extensions | Outdoor areas | New homes |
|---------------|--|----------|----------|---------|------------|---------------|-----------|
| Rant          | Clients who constantly change their mind                     |          |          |         |            |               |           |
| Q + A         | What timber is best for an outdoor deck?                     |          |          |         |            |               |           |
| How to        | Build a small retaining wall                                 |          |          |         |            |               |           |
| Case study    | A client whose kitchen I rebuilt                             |          |          |         |            |               |           |
| Resource      | Checklist of to-dos before renovating                        |          |          |         |            |               |           |
| Mistakes      | Not allowing enough storage space in a new kitchen           |          |          |         |            |               |           |
| What's new    | The latest kitchen counter top designs or bathroom vanities  |          |          |         |            |               |           |
| Special offer | Renovate your kitchen with us and we'll throw in a free oven |          |          |         |            |               |           |