

Writing Sample One

Maintenance for Metal Roofs

Maintenance for metal roofs is important to keep them beautiful for years to come. Your metal roof is a long-term investment in your home and your life, so make sure you're following the do's and don'ts of metal roofing to keep it looking great. With these simple tips on how to clean, inspect, and repair your metal roof you'll be set to get it done.

Do's and Don'ts of Maintenance for Metal Roofs

- Do annual maintenance on your metal roof.
- Don't walk on your metal roof if you can help it.
- Do only walk on horizontal supports like joists and purlins if you must.
- Don't make repairs without making sure you have the correct materials for your roof.
- Do be safe when placing ladders and accessing your roof and consider using a safety harness.
- Do have a professional inspect your metal roof every other year.
- Don't forget to clean the gutters while you're up there!

How to Clean Your Metal Roof

The simple answer: soap and water. You know there's more to it than just that. First, make sure to remove all debris in gutters and roof valleys. Trim any overhanging branches away from your roof as well. All that debris can build up moisture and eventually could lead to corrosion or rust. After you've got that finished, you may find there's still mildew or just some plain old dirt that needs scrubbing. You can just use a bucket of soapy water and a soft rag like a microfiber cloth. There are also roof cleaning products specifically designed for roofs. You can also use a power washer if you'd like.

If you are going to use a powerwasher, use light pressure and hot water. This can create slippery conditions, so please make sure to take all safety precautions such as harnesses and have a spotter on the ground. If you don't want to invest in the proper safety equipment, you can always call a professional who will be trained in how to clean your roof safely and effectively.

What to Inspect on Your Metal Roof

Inspect the paint finish: look for scuffs, scratches, punctures, flaking, or fading. If you do find a scratch you can repair it easily. Just clean the scratch with a soft rag and mineral spirits rinse it with water then let it dry. After that, you can paint over the scratch with a metal primer to seal moisture out.

Inspect panels, flashing, and seams and sealants: look for bending, sagging, or warping where the panels meet. These seams must be flush or they can leak. Flashing is another point of water entry, so keep a sharp eye on that too, wherever the roof meets walls, roof edges, or other protrusions such as chimneys and skylights.

Check for corrosion: rust is the enemy of the metal roof, make sure to be vigilant against it. Corrosion can happen anywhere moisture has access to raw metal but the finish on your metal roof should protect it. That's why it's so important to check for dings and scratches and deal with any areas of exposed metal.

Vents and your HVAC system can put out moisture which can create the conditions for corrosion. A professional can inspect these systems and correct any problems. If you do notice any small rust spots, you can correct them by carefully cleaning the area with a scrubbing cleanser. After rinsing it clean, gently sand as much rust off as you can. Don't use a wire brush to remove the rust, which may damage the panel. Once the corrosion is removed, apply a metal primer to prevent future rusting.

Structural maintenance check: this is a more in-depth inspection that should take place every other year. Roofs take wear and tear from weather, including hail, ice, falling branches, extreme heat, extreme cold, and extreme moisture. It's worth it to have a professional inspect your roof to assess any damage and make any repairs needed. Fasteners including rivets and screws should be examined as well as panels, flashing, gaskets, and sealants.

Don't forget Winter Care

A good maintenance plan for metal roofs is year-round. In the winter, you'll need to make sure it's kept clear of ice and snow buildup. Metal roofs are great at shedding snow, so this should be a simple process, but if a little help is needed, a long-handled broom can be used to help the process along. Be careful not to use tools that could scrape or ding your roof.

Wrapping it Up with Regular Roof Maintenance

Your home is where your heart is, and just like you, it needs regular checkups and care. Your metal roof can last a lifetime with the right preventative maintenance. Make sure to always take safety precautions when getting on ladders or accessing your roof. If you feel uncomfortable accessing your roof, we can help keep things ship-shape and give your roof a clean bill of health.

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Writing Sample Two

Setting Out to Launch a New Brand

So you wanna launch a new brand, eh?

Well, buckle up, and get ready to roll. We're about to take off. There's a lot of moving parts to successfully launching a brand. It's important to stay organized and on top of all the details to make it a success. Project management is just as important as creativity in the process, and you should start with your calendar.

What is a brand exactly?

Let's take a moment to define **BRAND**. Many new business owners miss a vital piece of their brand when creating a new company. Your brand is NOT your logo, colors, fonts, tagline, etc. These are brand elements that support your overall brand. Your Brand is the **EMOTIONAL CONNECTION** and message you are putting out to the world. It should be simple yet powerful and consistent.

The best way to establish and define your brand is with our unique Brand Archetypes process. First, you pick an archetype and then you build your brand around one single emotional idea.

Find out more here: [Brand Archetypes](#)

Take our questionnaire and see what your brand archetype is.

Pick a Date to Launch Your New Brand

This is the date that everything else hinges on. From the launch date, the team works backward to schedule the rest of the process. Think carefully about when you're launching to avoid holidays or other events that would distract your target market from noticing what's going on. If you can, time it to line up with a conference, festival, or another large social event. You can use it to help get eyes on your new brand!

Once you've picked the all-important launch date, stick to it. Depending on your branding needs you could need anywhere from six weeks to months to create and launch your brand. Plan for the work after the launch too. If this is a rebrand, you'll need at least a couple of weeks of transition branding referencing the old brand after the launch. If your brand is new or you're just updating the logo you won't need transition branding at all. If you're making a big shift to an established brand it will take more than a couple of weeks.

Make Your Plan

Who are the key audiences you'll be communicating with? Take into account your stakeholders, clients, workforce, and community. You should launch your new brand internally first, and then roll it out externally. That way everyone on your team will be ready to go on the public launch date.

What's the story surrounding your launch? How are you sharing the "why" of your rebrand? You gotta have this in place to make a successful launch. Creating the story humanizes the process. It connects your target market to your brand. Make it personal and your customer will connect with the transformation.

Assess your marketing materials and make a full audit of everything that will need to be updated. Create checklists and due dates to keep things organized.

Here's a list of some of the materials you may need to create or update:

- Website
- Social media pages
- Google Business page
- E-books
- Landing pages
- Social media templates
- Collateral materials like brochures and business cards
- Signage

Create New Branding Materials

Now it's time to get creative! Work with your copywriters and designers to build your businesses' new look and feel. Don't forget your brand archetype in the process of making all the elements you'll need:

- Logo
- Business Name
- Colors
- Fonts
- Hashtags
- Taglines
- Photos
- Graphics

Your graphic designer should be able to give you a brand guide that includes this information. Use your list of branded materials and create new graphics and copy to match the brand for each item. Don't roll them out as you create them. Save everything until the launch date. Roll out your brand internally to employees, and then on the launch date, to everyone else.

Roll Out Your New Brand

Get excited! Share your enthusiasm for this brand your team has put a lot of blood, sweat, and tears into organizing and building it. Update your social media platforms, your website, and your print materials. Before the launch date check the rules for business name changes on the social media platforms you use. The rules change frequently enough that it's important to get the latest information on the process. It's worth it to build a paid social media advertising campaign to get the word out about your new brand, if you're not sure which platform is right for your brand, we can help.

Following your launch look at your analytics to see how your customer base responded. You'll want to look at website views, as well as social media interactions. If you've decided to do paid ads, look at those analytics too. Are you reaching your target demographic?

Don't forget to congratulate yourself and your team for a job well done. Updating or creating a brand is a wild ride, combining details, organization, and creativity. If your business could use a little help getting everything done, let us help with your lift-off!

Content Writing for Client: Zeedia Media

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