Creating an AI-Assisted Post Outline – The Results

This demonstrates what you can achieve in a few minutes when you get AI to assist with your content creation.

The Chat GPT (3.5) Prompt

You are an expert copywriter who creates content outlines for UK property experts. You have an Enthusiastic and upbeat tone of voice. You have a Descriptive writing style. Create a long-form content outline in the English and British language and spelling for the blog post titled "Unlock Your Holborn Home's Potential: A Guide to DIY Home Staging". The outline should be extensive, and it should cover the entire topic. Create detailed subheadings that are engaging and catchy. Keep in mind that the UK estate agent wants to achieve a significant increase in bookings and inquiries due to their successful content strategy. Do not write the blog post. Please only write the outline of the blog post. Please do not number the headings or subheadings. Please add a newline space between headings, subheadings, and new headings and use H1 for the headings and H2 & H3 formatting, but do not include a colon in the headings, (h2:) etc in the title. Do not self-reference. Do not explain what you are doing.

ChatGPT's Response

Chat GPT4 will give slightly better results. This output is from GPT 3.5, so you can see it is still perfectly usable.

Unlock Your Holborn Home's Potential: A Guide to DIY Home Staging

Introduction

- Welcome to the world of DIY home staging in Holborn!

- Setting the stage for success: Why home staging matters

- How a well-staged home attracts potential buyers

Understanding Your Holborn Market

Know Your Audience

- Demographics of potential buyers in Holborn

- Tailoring your staging to appeal to the Holborn lifestyle

Holborn Aesthetics

- Blending modern and classic: Aesthetic preferences in Holborn

- Colour schemes that resonate with Holborn residents

Preparing Your Holborn Home for Staging

Decluttering Strategies

- Streamlining your space for a Holborn audience

- Storage solutions: Making space without sacrificing style

Holborn-inspired Interior Design

- Incorporating local aesthetics into your decor

- Highlighting unique features of your Holborn property

DIY Home Staging Techniques

Furniture Arrangement

- Maximising space in Holborn homes

- Creating cozy corners: The art of strategic furniture placement

Lighting Matters

- Embracing natural light in Holborn homes

- Choosing the right artificial lighting for different spaces

Accessorising with Purpose

- Showcasing local art and craftsmanship

- Selecting accessories that tell a Holborn story

The Outdoor Appeal

Curb Appeal in Holborn

- Welcoming front entrance ideas for Holborn homes

- Seasonal touches: Gardening tips for Holborn properties

Alfresco Spaces

- Elevating your outdoor spaces for Holborn living

- Creating an inviting atmosphere for potential buyers

Photography Tips for Holborn Listings

- Showcasing your staged home through the lens

- Capturing the essence of Holborn in property photos

Holborn-Specific Marketing Strategies

Local Platforms and Publications

- Leveraging Holborn-centric marketing channels

- Collaborating with local influencers and bloggers

Virtual Tours with a Holborn Flair

- Enhancing virtual experiences for remote buyers

- Incorporating Holborn highlights into virtual tours

Simon Lown

Real-life Success Stories

- Case studies of successful DIY home staging in Holborn

- How strategic staging led to increased property value and faster sales

Conclusion

- Unleashing the full potential of your Holborn home

- Taking the first steps towards a successful DIY home staging journey

Checking the Outline with BARD

BARD Prompt:

I am writing a post for my blog. Please can you analyse this outline and highlight any improvements I can make to increase the chances of it ranking on Google:

I POSTED THE FULL BLOG OUTLINE ABOVE HERE (I think it's okay if we skip that to save a little space here 😉)

BARD's Response

Blog Post Outline Analysis and Improvement Suggestions:

Strengths:

- Strong focus on local appeal: Your outline effectively tailors the staging tips to the specific market and aesthetics of Holborn, making it valuable for local sellers.

- Comprehensive coverage: You touch on all key aspects of DIY home staging, from decluttering to photography, offering a one-stop guide for your readers.

- Actionable steps: The outline mentions using case studies and providing "first steps" at the end, encouraging readers to take action.

Suggestions for improvement:

- SEO optimization: While the local focus is great, broaden your keywords to capture a wider audience searching for general home staging tips. Incorporate relevant keywords organically throughout the text, including headers and image alt tags.

- Content depth and engagement: Consider expanding specific sections for more detailed guidance and engagement. For example, add specific decluttering tips for common Holborn apartment layouts, showcase real-life before-and-after photos, or create DIY furniture or accessory projects with local flair.

- Internal linking: If you have other blog posts related to home improvement or local life in Holborn, link them within the text to keep readers engaged and improve website SEO.

- Visual appeal: While you mentioned images, consider using infographics, mood boards, or even 3D virtual tours to visually enhance your guide and break up the text.

- Call to action: Strengthen your conclusion with a clear call to action, like inviting readers to share their DIY home staging experiences or subscribe to your blog for more local tips.

Additional points:

- You could explore incorporating sustainability aspects into your DIY suggestions, aligning with current trends and potentially attracting eco-conscious buyers.

- Consider using video demos or short clips to showcase some of the staging techniques for visual learners.

- Partnering with local businesses or organizations related to home improvement or interior design could offer cross-promotion opportunities and increase your reach.

By implementing these suggestions, you can create a more engaging, informative, and SEO-friendly blog post that will effectively guide your readers through the DIY home staging process in Holborn and attract both local and broader audiences interested in the topic.

Remember, this is just a starting point. Feel free to adapt and personalize these suggestions to best suit your writing style and blog's overall theme.

I hope this helps!

One More Question for BARD
BARD Prompt

Are there any missing topics I should have included in my outline?

BARD's Response
Your outline covers a lot of ground, but here are a few topics you could consider adding:

Budgeting and cost-saving tips: This is a major concern for many DIYers, and providing specific suggestions for affordable staging solutions would be valuable.

Upcycling and repurposing: Showcasing how to breathe new life into existing furniture or decor with a Holborn twist can appeal to eco-conscious buyers and those on a budget.

Safety and regulations: Briefly mention any local regulations or safety considerations relevant to DIY home improvement projects, like electrical work or furniture placement.

Dealing with common challenges: Address potential issues specific to Holborn homes, like limited storage space or lack of natural light, and offer solutions for overcoming them.

Legalities and disclosures: Briefly touch on any legal requirements or disclosures sellers need to be aware of when staging and selling their property.

Timeline and scheduling: Providing a general timeline or checklist for the DIY staging process can help readers plan and manage their project effectively.

Alternative staging options: Briefly acknowledge professional staging services as an alternative for those who lack time or DIY skills.

Remember, you don't need to include everything – the key is to find the right balance between comprehensive coverage and conciseness. Choose the topics that resonate most with your target audience and provide the most value to your readers.

Simon Lown

I hope this gives you some more inspiration for your blog post!

Final Note

With your competitor research and the combined power of the two leading AIs generally available to the public working towards the same goal, you can be as certain as you ever could be that your post will be as in-depth as anything else available on the web. More likely, it will be the best in class.

Not only that, but you know you're catering your content specifically to local residents and giving them insights they would otherwise lack without your expertise.

By not getting the AI to write your content, you will also be able to add your stories, values, and beliefs effortlessly throughout your post, as well as include your experience in the mix. This makes the content personal and unique, allows you to build rapport with your audience and will set you apart from your competitors.

Now, if that's not worth a little effort, I don't know what is.

When you make content like this for your audience on a regular basis and start to build your content goldmine into a valuable local source of knowledge, it only takes some social promotion and a little tech know-how to turn it into a full-blown automated lead-generating machine.

AI Links

You can play with all of the AIs and see which ones you like better. They each have their quirks and specialities.

- [Chat GPT](#)
- [BARD](#)
- [Bing Chat](#) (GPT Based AI)
- [Claude](#)
- [Co-Pilot](#)

Simon Lown