

Editorial Opportunities

Month	Editorial	RLW Topic	Forum Question
January	Business Planning	Building a business plan	How important is your business plan for your business?
February	Tradeshows tips	How to make the most of your tradeshows	What is your tradeshow strategy for your business?
March	Advocacy	What is Roofing Day?	What issues do you want discussed at Roofing Day in DC?
April	Employee Benefits	How to get better medical insurance.	Do you offer medical insurance for your employees? If so, how?
May	Customer Reviews	Why are negative reviews good?	How do you handle negative reviews?
June	New Products	How to evaluate new products?	What makes you try new products?
July	Online ordering	How to use online ordering in your business?	How has your experience ordering your materials online been?
August	Distribution	How to work with distribution effectively?	What do you buy from big box supply stores and when?
September	Service and Maintenance	How to sell service plans?	What is your strategy for including inspections in your roofing contracts?
October	Recruitment	How to onboard employees for long term retention	What programs do you have for mentoring and onboarding new hires?
November	Charitable Giving	Ideas on engaging your employees with company giving.	What do you do as your your company gives back to the community?
December	Growth Strategies	Diversifying your business	How do you plan on growing your business in 2021?

These are ongoing editorial opportunities for advertisers in the Good, Better and Best programs. RLW – Read Listen Watch sponsorship opportunities are also available for the above topics. Content is due on the 1st of each month for the upcoming month's blogs.

