Checklist for Creating Depth

Use this checklist to make sure your post helps readers see how the idea could work for them!

Before publishing (or when updating a post), ask:

- Have I explained the "why," not just the "how"?
  Include a sentence or two about the thinking behind your choices.
- Did I name a few variations?
  Offer alternatives by skill level, age range, budget, time, materials, or space.
- Is there at least one place where I say "try this instead if..."?
  Help readers pivot when their situation is different.
- Did I avoid implying there's only one right result?
  Swap language ("must," "only," "exactly") for flexible cues ("you could," "another option").
- Have I included troubleshooting tips?
  Brief notes like "If this happens, try..." keep people moving forward.
- Can readers scale the idea up or down?
  Add guidance for smaller/shorter/simpler — and bigger/longer/more advanced.
- Did I call out substitutions?
  Materials, tools, colors, formats — this is where customization feels possible.
- Is there an inspiration prompt
  A short nudge like, "Think about your space/style/colors and adapt from there."
- Does the intro connect the project to a broader need or situation?
  Help readers see themselves in the scenario before the steps begin.
- Did I end with an invitation, not a conclusion?
  Close with something like: "How would you change this to fit your home/classroom/style?"

Quick Update Checklist for Existing Posts

If you are refreshing old content, start with small wins:

- Add a short "Variations & Ideas" section near the end.
- Insert 2–3 callouts or notes explaining optional choices.
- Rewrite headlines/subheads to signal flexibility (e.g., "5 Ways to Customize...").
- Add one paragraph on the thinking behind the project.
- Include a new image or example that shows a different version or outcome.
- Update meta descriptions to emphasize adaptability ("ideas you can easily make your own").

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