

One Job. One Week of Content.

A practical guide for home-service business owners

Turn one permission-cleared job into seven useful posts. Start with real photos, explain your work, and make it easy for the right customer to ask a question.

01

Capture the job

02

Plan the week

03

Invite a reply

START HERE

Choose a routine job that shows what you do well. Get permission before recording or sharing customer property. Use the worksheet on page 6 to turn those assets into a plan.

Get the photos you need

Use one job you have permission to share. Four good photos are enough to start; extra angles give you more options.

01 The starting point

One wide photo before work begins. Keep the framing useful and the property anonymous.

02 The finished result

Repeat the same angle and similar lighting. Show the genuine outcome, including any limits.

03 One detail before

A close view of the specific issue you are addressing, with no private items in frame.

04 The matching detail after

Use the same crop so people can make a fair comparison. Label both images clearly.

05 A process moment

A photo or short clip from a safe, stable position while work is paused. Explain one step.

06 The tools or preparation

A tidy setup, protective covering, or supplies. Share what the preparation helps you do.

07 A second finished angle

A vertical photo for a story or short post. Leave room around the subject for a short caption.

Safety and privacy first. Photograph only when safely parked or stationary on site. Never record while driving, on a ladder, or using tools. Exclude faces without consent, children, addresses, license plates, paperwork, valuables, and security details.

Your seven-day content plan

Use the same job from a different angle each day. This is a suggested sequence, not a requirement to post daily. Space it out if that fits your business.

01

Show the change

Before + after | Hook: "Here is what changed on this [service] job."

Say what you did and what the photos honestly show.

CTA: "Have a similar project? Ask us about [service]."

02

Explain the process

Process photo or clip | Hook: "One step we never skip on [type of job]."

Explain the purpose of that step in everyday language.

CTA: "What would you like to know about the process?"

03

Answer one question

Detail photo | Hook: "What is included in a [service] visit?"

Answer a question you actually hear. Be clear about exclusions.

CTA: "Message us your question before you book."

04

Share a safe care tip

Finished detail | Hook: "One simple way to care for [surface or space]."

Give a low-risk tip consistent with product or maker guidance.

CTA: "Save this for your next routine tidy-up."

05

Explain when to call

Tools or prep photo | Hook: "When is it worth asking a professional about [issue]?"

Describe a reason to request an assessment. Avoid fear or diagnosis.

CTA: "Tell us what you are noticing, and ask about an assessment."

06

Build trust

Finished angle | Hook: "What we check before calling a job finished."

Show your real checklist, or share a genuine, approved testimonial.

CTA: "Which detail matters most when you hire someone?"

07

Offer a next step

Best result photo | Hook: "Planning a [service] project in [service area]?"

State the service and how to inquire. Mention only real availability.

CTA: "Message [business] with the service and general area."

Make the caption useful

A photo shows the work. A clear caption helps a customer understand the service, the result, and what to do next.

01 Start with a specific point

Name the job, question, or detail. "A kitchen refresh before guests arrive" is clearer than "Another amazing transformation."

02 Add a few true details

Explain the work you performed and the limits. Avoid absolute promises such as "like new," "permanent," or "guaranteed" unless you can support them.

03 Choose one next step

Ask a question, invite a service inquiry, or suggest saving the tip. One clear request is easier to act on than several competing requests.

A template you can reuse

"[Specific job or question]. For this project, we [work actually performed]. The photos show [truthful result or detail]. [One invitation to ask, save, or inquire]."

Example caption

Fictional cleaning business; illustrative wording only. Replace with your actual work.

"A kitchen clean before guests arrive. For this visit, we cleaned the agreed surfaces and focused on the sink, stovetop, and counters. These photos show the finished areas. Planning a clean in our service area? Message us to ask what is included."

Make it fit your service

Choose an angle your customers care about. These are content ideas, not job instructions or claims about seasonal demand.

Home cleaning

Show the agreed scope for one room. Answer what the customer should put away before a visit.

Carpet or upholstery

Use a fair before-and-after. Explain that results vary with material, condition, and the type of mark.

Gutters or leaf cleanup

Use ground-level photos. Explain your service scope and how a customer can request an assessment.

Home organizing

Show an approved, anonymous space. Explain how you grouped items, without exposing personal possessions.

Painting

Show surface preparation and the finished area. Explain what the estimate includes and excludes.

Handyman services

Show one repair within your scope. Explain the task and when specialist help may be needed.

HVAC or other trades

Explain a service visit or a common scheduling question. Keep technical, electrical, and gas work with qualified pros.

Optional seasonal angles

Before holiday guests: agreed cleaning scope or a guest-room refresh.

When local conditions fit: leaf cleanup or gutter service inquiries.

January: a small organizing project or a realistic maintenance plan.

Your one-job worksheet

Print this page, choose one job, and draft the week. Keep customer names and exact addresses out of the public content plan.

Service and anonymous job label

Week starting

What the customer wanted

What we actually did and what changed

- ☐ Permission covers these photos, captions, and intended channels
- ☐ Photos are safe, honest, and free of private details

DAY / POST	PHOTO + ONE TRUE DETAIL	ONE NEXT STEP
1 Change		
2 Process		
3 FAQ		
4 Care tip		
5 Call a pro		
6 Trust		
7 Next step		

Before you post: remove every placeholder, check the facts, and use only assets you are allowed to share.

A quick check before you post

Keep the work authentic and the invitation simple. This guide is a repeatable planning aid; it does not promise leads, bookings, or revenue.

- ☐ **Permission is clear.** The customer agreed to the intended use of the property photos. Anyone identifiable also consented. If permission is unclear, use your own tools or a demonstration you control.
- ☐ **Private details are gone.** Check reflections, screens, paperwork, addresses, plates, children, valuables, and security features. Skip an image if you cannot make it suitable.
- ☐ **The result is represented fairly.** Label before and after images. Keep angles and lighting comparable. Never substitute another job, use a generated result, or edit away defects.
- ☐ **Every claim is true.** Use accurate service areas, scope, availability, and credentials. Replace all placeholders and remove discounts or guarantees you have not actually offered.
- ☐ **Testimonials are real and approved.** Use the customer's exact meaning and permission. Do not invent quotes or make a positive review a condition for a discount. The finish-checklist post works without a testimonial.
- ☐ **The advice is safe.** Keep tips low risk. Do not encourage work at height, electrical or gas repairs, or hazardous chemical use. Tell customers when qualified help is appropriate.

Start with one post

Choose your clearest approved photo. Write one specific point, two true details, and one next step. Save the remaining ideas in the worksheet, then repeat this process with the next suitable job.

Want help turning your photos into content?

Email info@novaflint.com