

30 Days of Job-Site Captions.

Fill-in-the-blank captions for the 2-Minute Phone Habit. Shoot 10 seconds, grab a caption, post it. Real work in real neighbourhoods is the content strategy.

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How to use this pack: every caption has **[blanks]**. Swap in your neighbourhood, the job, and the customer's win. Post the start clip when you arrive, the finish shot when you leave. Same clip goes three places: Facebook or Instagram, your Google Business Profile, and your website gallery. Name the neighbourhood every time. That is the local signal Google rewards.

Start Clips (walking onto the job)

- 1 Starting a **[job type]** in **[neighbourhood]** today. **[X]**-week job. Here we go.
- 2 This is what a **[problem]** looks like after **[X]** years. We're fixing it this week in **[neighbourhood]**.
- 3 Day 1 in **[neighbourhood]**. The family wants **[outcome]**. This is where we're starting from.
- 4 Got the call about **[problem]** yesterday. On site in **[neighbourhood]** this morning. This is why you don't wait on **[issue]**.
- 5 Before shot. **[Neighbourhood]**, **[job type]**. Remember this one, the after is going to be worth it.
- 6 Walking into a **[decade]**-era **[system/room]** in **[neighbourhood]**. They don't build them like this anymore, and that's mostly good news.
- 7 Second crew day in **[neighbourhood]**. Demo done, now the real work starts.

8 The homeowner said "[what they told you]." Let's see what we find. [Neighbourhood], day 1.

9 Rain or shine, [job type] season is here. First stop today: [neighbourhood].

10 This [equipment/room] owes nobody anything. Replacing it today in [neighbourhood] with [what's going in].

Finish Shots (walking out)

11 This is what we started with. This is what we left them with. [Family/customer] gets their [room/system] back this weekend.

12 Done in [neighbourhood]. [X] days, start to finish. The [detail you're proud of] is my favourite part.

13 Before and after. Same room. [Neighbourhood] knows how to pick paint colours.

14 Wrapped up in [neighbourhood] today. The homeowner's reaction: "[quote]." That's the whole job right there.

15 New [system] in, old one out. This family won't think about [problem] again for [X] years. That's the point.

16 Final walkthrough done. Keys back to the homeowner. Another [job type] in the books in [neighbourhood].

17 The part you don't see: [hidden work] behind that wall. The part you do see: [visible result]. Both matter.

18 Three weeks ago this was [before state]. Today it's [after state]. [Neighbourhood], thanks for having us.

19 Job done, site cleaned, driveway swept. How you leave a property says as much as the work itself.

20 That's a wrap in [neighbourhood]. Next door neighbour already stopped by to ask about [service]. That's how this works.

Crew, Craft, and Trust (the in-between days)

- 21 [Crew member] has been doing [trade] for [X] years. Watch the hands. That's what experience looks like.
- 22 The difference between done and done right: [specific detail]. We do the second one.
- 23 Most people never see this part: [behind-the-scenes step]. It's why the finished job lasts.
- 24 Coffee run for the crew. [Local coffee shop] in [town], you keep this operation running.
- 25 Q from a customer this week: "[common question]." Short answer: [answer]. Ask me this stuff, it's free.
- 26 Tool that earns its keep: [tool]. Bought it [X] years ago, still on every truck.
- 27 We turned down a job this week because [honest reason]. Saying no is part of doing this right.
- 28 What [X] years in [town] teaches you: [one lesson].
- 29 Five-star review came in from [neighbourhood] today: "[review quote]." This is why we document the work.
- 30 No jobs today, so here's the truck getting cleaned out. Even the boring days count when you're building something.

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