

The 45-Minute Weekly Social Media Plan

MASTERS
OF HOME
SERVICE

Most home service business owners know they should post on social media. But between running jobs, managing the team, and handling customers, creating content usually falls to the bottom of the list.

You don't need a production crew, a ring light, or three hours blocked out in your calendar. You just need to show real, local people what it's like to work with your business.

“Social media is free marketing. What free marketing can you do to get in front of 100,000 people in your local area? None.”

— Phil Risher, Phlash Consulting



With advice from [Hunter Patrick](#) and [Phil Risher](#), this guide walks you through a complete system for planning, filming, editing, and posting a full week of social media content. By the end, you'll have:

- Content ideas tied to real customer questions
- A simple filming process that fits into your existing workday
- A fast editing and captioning workflow
- A repeatable weekly posting system
- A smarter way to turn social media viewers into booked jobs

HOW TO USE:

Follow each step to plan, film, edit, and post a full week of social media content in about 45 minutes. Use it as a repeatable system you can come back to every week.

1 **Prep Your Tools (10 minutes)**

You don't need expensive equipment to create good content. Most homeowners care more about whether your content is helpful and whether they can trust you.

Your everyday work already gives you plenty of opportunities to create content. The goal is to make it easier to capture.

“A lot of people get caught up thinking, I need this gimbal, this ring light on my face, and stuff. Just get your iPhone out. The overproduced stuff, it doesn't perform as well as the real raw cut stuff.”

— Phil Risher, Phlash Consulting

Suggested tools to record, edit, and post:

- **Smartphone** → easy to grab and record jobs as you go
- **GoPro or Meta Smart Glasses** → optional, but hands-free recording is a game-changer on busy jobs
- **CapCut** → manually trim clips, arrange your hook, add captions, and export
- **Captions app** → Hunter's preferred tool for polished auto-captions as it handles animated text overlays too
- **OpusAI** → upload a longer raw video and let AI auto-clip and caption it for you (great if you'd rather skip manual editing)
- **Canva** → create thumbnails, text overlays, and branded graphics without starting from scratch each time

Quick setup before you start filming:

- **Create a “Content” folder on your phone.** Helps keep clips organized and easy to find later.
- **Keep your phone easy to grab during jobs.** Make content capture feel effortless.
- **Save your brand assets in one place.** Easily create thumbnails, text graphics, or branded posts in tools like Canva.
- **Turn on cloud backup.** Automatic backups help protect your content so you never lose footage.

“The only way to learn to get good on social media is by posting content.”

— Hunter Patrick, Dumpire Junk Removal

QUICK TIP

Don't wait to feel ready. The businesses growing on social media are the ones posting consistently.

2 Pick Your Weekly Themes (5 minutes)

The best social videos for a home service business come from things that are already happening every single day like jobs you're on, questions customers keep asking, and problems your team solves on repeat.

Phil shares a simple way to think about content creation:

“Imagine it's ‘Take Your Child to Work Day’ and they keep asking why. Those are the videos you should make.”

Easy video ideas to get started:

- Your origin story (“Here’s why I started this business...”)
- Behind-the-scenes at a job site
- Before-and-after transformations
- Employee spotlight videos (“Meet Marcus, he’s been with us for three years...”)
- Shop or truck tours
- Tool or equipment walkthroughs
- Pricing breakdowns (“Here’s what junk removal actually costs in [Your City]...”)
- Customer interactions (with permission)
- “Day in the life” content
- Common homeowner questions
- Maintenance tips
- Explaining why a repair is needed
- Showing how a process works, step by step

REMEMBER

Instead of trying to post about everything, focus on one or two simple themes each week. A tighter focus makes filming easier, keeps your content consistent, and helps homeowners quickly understand what your business does.

For example:

- One week might focus on homeowner tips and before-and-after jobs
- Another week could focus on common repairs and behind-the-scenes content

3 **Record While You Work (no extra time needed)**

The key to creating social media content consistently is simple: don't create extra work for yourself. Instead of setting aside hours just to film content, record the work you're already doing throughout the day.

Hunter built millions of views this way. He wore a GoPro on jobs, interacted naturally with customers, and cut 30 minutes of footage down to five, short videos.

“I'm not going out of my way to record anything. I'm recording on the job.”

— Hunter Patrick, Dumpire Junk Removal

Try filming short clips of:

- Arriving at the job
- Team interactions
- Talking with customers
- Problem-solving moments
- Before-and-after shots
- Loading tools or materials
- Interesting or unusual equipment in action
- Finished results
- Walking through your process

BONUS

The single easiest way to improve your videos is to talk to someone on camera. Conversations make content feel human and keep people watching longer. Even a simple question like “What problem are we fixing today?” can boost engagement.

“The easiest way to get views is just talk to somebody in a video.”

— Hunter Patrick, Dumpire Junk Removal

→ Always be sure to ask customers for permission before recording and sharing on social media.

4 Edit Fast Using Hooks (25 minutes)

The first few seconds of your video are everything. If viewers aren't hooked immediately, they keep scrolling and the platform stops pushing your content.

That opening line (or hook) is the single most valuable editing skill in short-form video. It should create curiosity, signal a problem worth solving, or make people want to know what happens next.

Try openings like:

- "This clogged drain cost the homeowner \$4,000..."
- "Here's why your gutters keep leaking..."
- "This is what junk removal actually costs in [Your City]..."
- "Most homeowners don't know this about their furnace..."
- "Here's what we found behind this wall..."
- "Three reasons your AC keeps freezing up..."
- "This small leak turned into a major repair..."
- "Before you replace your water heater, watch this..."
- "We see this issue almost every day..."
- "Here's the biggest mistake homeowners make with their sprinklers..."

When structuring your video content, your video should be **30–60 seconds** and have:

- One clear topic
- A strong opening hook
- Short clips that move quickly
- Simple captions throughout

PRO TIP

Find the most compelling clip in the whole video, which might be the finished job, the satisfied customer, or the payment handshake, and put it first. This makes them want to watch how you got there.

“I would go to the very end of the video where I collected cash and shook their hand. I take it, put it at the beginning. That's the hook.”

— Hunter Patrick, Dumpire Junk Removal

5 Add Captions, Your Location, and a CTA (5 Minutes)

Before you post your video, take a few extra minutes to make sure viewers know:

- What they're watching
- Where your business operates
- What to do next

The easiest way to do this is to add these before publishing:

- **Auto-captions on every video.** People often scroll social media with the sound off, so captions can help keep viewers engaged even if the audio never plays.
- **Your city or service area.** Mention your location in the video itself or display it as a text overlay (e.g., "Junk Removal in Forsyth County, Georgia"). This helps the algorithm understand where to show your content and ensures the people watching can actually hire you.
- **Logo and branding.** A consistent look and feel helps your content become recognizable over time. But keep it subtle as the work should speak louder than the branding.
- **A simple, clear call-to-action.** Don't assume viewers will take the next step on their own. End your video or caption with one specific action like "Want a free quote? Click the link in our bio" or "DM us the word QUOTE to get started."

TRY THIS

Jobber lets you build custom [online request forms](#) that you can link directly from your bio or Linktree. When someone clicks through and fills out the form, their info goes straight into your CRM so you can follow up faster and keep every lead organized.

“If somebody books through my website, it goes straight into my Jobber.”

— Hunter Patrick, Dumpire Junk Removal

Repurpose Your Best Content

One good piece of content shouldn't disappear after one post. If you spent time filming and editing a strong video, get as much value from it as possible by reusing it across multiple platforms and marketing channels.

“Don't just let it [content] die after 24 hours. You need to repurpose it and use it over and over and over again on landing pages, inside of your sales funnel, inside of your email newsletter.”

— Phil Risher, Phlash Consulting

A single short-form video can be shared across:

- Instagram Reels
- Facebook
- TikTok
- YouTube Shorts
- Google Business Profile
- Email newsletters
- Website blogs or service pages
- Landing pages
- Paid ads

Measure and Improve Content

Once you're posting consistently, pay attention to what people actually respond to.

No complicated analytics dashboards or marketing reports needed. You just need to notice which content gets attention and create more videos like it.

Pay attention to and track things like:

- Comments
- Saves
- Shares
- DMs
- Calls or quote requests

PRO TIP

Post your content for free first. Watch which videos get the most engagement, then run paid ads on your top performers. This way, you're letting the algorithm tell you which creative works before you spend a dollar on it.

“Test your content for virality, interaction, and engagement organically. It's free. Then take the content and run ads on it targeted to your actual audience because you know that it's going to get in front of their eyeballs.”

— Phil Risher, Phlash Consulting

Don't Chase Views. Chase the **Right Customers.**

The biggest misconception about social media is that high view count equals success. They don't. Hunter's best video got 16 million views and 600,000 likes, but he got zero leads from it. Meanwhile, Phil posted a long-form YouTube video that got just 147 views and landed a customer worth close to six figures. The difference? Phil's content reached people who actually needed the service.

The businesses winning on social media are:

- Showing real work
- Educating customers
- Posting consistently
- Answering real questions
- Building trust locally
- Making homeowners feel comfortable reaching out

And as Hunter puts it, **"Be yourself. Create content that you enjoy creating."**
That's what turns content into customers.



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