



10

video ideas you can film this week

Plus the social media playbook that turns them into customers, and
copy-paste templates for hooks, captions and DMs.

PART 1

10 video ideas, and how to use them

Pick one idea a day. Film it in under an hour on your phone, then post it. You don't need perfect, you need consistent.

- Shoot vertical (9:16) and keep it under 30 seconds.
- Say the hook in the first 2 seconds, on screen and out loud.
- Use natural light: face a window, never stand with one behind you.
- Add captions. Most people watch with the sound off.

IDEA 01

Answer your #1 question

Hook: *"The question we get asked every single day."*

SHOT LIST

- You on camera, answering it straight
- B-roll of the thing you're talking about
- End on your storefront or logo

Why it works: It answers what people are already wondering, so they trust you before they walk in.

☐ Filmed ☐ Posted

IDEA 02

Meet the team in 10 seconds

Hook: *"You've seen them around. Now meet them."*

SHOT LIST

- One clip per person: name, role, one thing they love about the job
- Quick cuts, same framing for everyone
- Group shot to close

Why it works: People buy from people. Faces turn a business into a place they know.

☐ Filmed ☐ Posted

IDEA 03

The process, sped up

Hook: *"Start to finish in 20 seconds."*

SHOT LIST

- Wide shot to set the scene
- Tight shots of hands at work
- The finished result, held for a beat

Why it works: Watching something come together is satisfying, and it shows the care behind your price.

☐ Filmed ☐ Posted

IDEA 04

Before and after

Hook: *"Wait for the end."*

SHOT LIST

- Before, on a locked tripod
- One clean transition
- After, from the exact same angle

Why it works: The payoff keeps people watching to the end, and the result sells for you.

☐ Filmed ☐ Posted

IDEA 05

A day in 30 seconds

Hook: *"Here's what a day here looks like."*

SHOT LIST

- Unlocking the doors in the morning
- The busiest moment of the day
- Lights off at close

Why it works: It puts the viewer inside your business without them leaving their couch.

☐ Filmed ☐ Posted

IDEA 06

The customer reaction

Hook: *"Their face says it all."*

SHOT LIST

- Handing over the finished product
- A close-up of the reaction (ask first)
- A one-line quote from them

Why it works: Real reactions are proof no ad can fake.

☐ Filmed ☐ Posted

IDEA 07

Myth vs. fact

Hook: *"You've probably heard this. It's wrong."*

SHOT LIST

- You on camera stating the myth
- The fact, with proof on screen
- One tip they can use today

Why it works: Correcting a common mistake makes you the expert people come back to.

☐ Filmed ☐ Posted

IDEA 08

The detail nobody notices

Hook: *"The detail you never notice, but always feel."*

SHOT LIST

- Macro shot of the detail
- You explaining why it matters
- Pull back to show the full product or space

Why it works: It shows the standard you hold yourself to and makes your price make sense.

☐ Filmed ☐ Posted

IDEA 09

Behind the price

Hook: *"Here's what goes into one of these."*

SHOT LIST

- Lay out every material or step
- Time-lapse of the work
- The final product next to the price

Why it works: It answers "why does it cost that" before anyone asks.

☐ Filmed ☐ Posted

IDEA 10

Your story in three lines

Hook: *"I started this with almost nothing."*

SHOT LIST

- Old photos or the first location
- The business today
- You, saying why you still do it

Why it works: A story gives people a reason to choose you over the place down the street.

☐ Filmed ☐ Posted

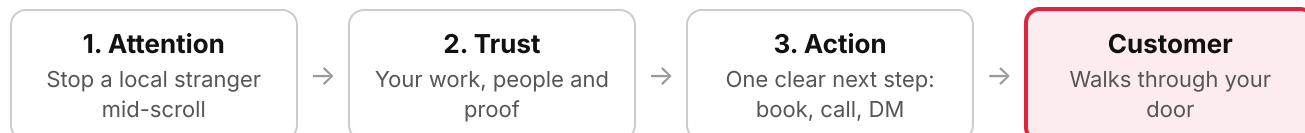
PART 2

The social media playbook

Social media works when every post moves a stranger one step closer to walking through your door. Followers and likes are not the goal. Booked customers are. Part 1 tells you what to film. This part shows you how to turn it into customers.

The goal: strangers to customers

Every piece of content you make should do one of three jobs:



1. **Get attention.** Stop the scroll of someone nearby who has never heard of you.
 2. **Build trust.** Show your work, your people and your results until they feel like they already know you.
 3. **Ask for action.** Give them one clear next step: book, call, DM, visit, or grab a free offer.
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Know your customer before you post

Write down your ideal customer and answer three questions:

- **What result do they want?** Nobody wants a car detail; they want to feel proud pulling into the driveway.
 - **What stops them from buying?** Every objection is a video.
 - **What do they ask before they buy?** Every question is a video too.
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Pick your platforms

Start with **Instagram plus your Google Business Profile**. That's where local customers look you up. Do those two well before adding anything else, then repost the same videos to TikTok and Facebook for free extra reach.

Set up a profile that converts

People who like one video tap your profile and decide in seconds whether to stay.

- ☐ **Name field:** business + what you do + city ("Luxeline Detailing | Franklin TN")
- ☐ **Bio:** who you help and the result you get them
- ☐ **One link** to one action: book, call or a free offer
- ☐ **Highlights:** Reviews, Before & After, Services
- ☐ **Three pinned posts:** your work, a happy customer, how to book

Content pillars: what to post

Pick four or five pillars and rotate through them so you never run out of ideas. A pillar is a type of post you can make over and over.

Pillar	Job it does	Examples
Show the work	Attention	Before and after, process sped up, the finished result
Teach	Trust	Answer a common question, myth vs. fact, tips customers can use
People	Trust	Meet the team, a day in the life, your story
Proof	Trust and action	Customer reactions, reviews read on camera, results
Offer	Action	A seasonal special, how to book, limited slots this week

Hooks: winning the first two seconds

Say it out loud, put it on screen, and make the first frame move. Patterns that work:

- **Call out the viewer:** "If you live in Franklin and own a black car, watch this."
 - **Start with the payoff:** show the finished result first.
 - **Challenge a belief:** "You're washing your car wrong."
 - **Use a number:** "3 things we check before every job."
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Filming and editing with a phone

Your phone is enough to start. Three things matter more than gear:

- **Light:** face a window or shoot in shade. Never stand with a bright window behind you.
- **Sound:** get close to the phone or use a cheap clip-on mic. Bad audio loses people faster than a bad picture.
- **Pacing:** cut every pause, change shots every one to three seconds, and add captions.

This is the part most owners never find time for, and the part we handle for clients: planning, filming and editing so it looks like a brand, not a phone video.

Posting schedule and batching

Three to five posts a week, every week, beats one viral video followed by silence. Batch it: plan five ideas, film them in one session, edit them in one sitting, and schedule the week.

That's about five hours a week, every week. If that's five hours you'd rather spend running your business, that's exactly what our monthly content plan takes off your plate.

Captions and calls to action

- **First line extends the hook.** It's all most people see.
- **Add your city** in the caption and location tag so locals find you.
- **One call to action per post:** "DM us BOOK for this week's openings" or "Comment GUIDE and I'll send it."

Engagement and local community

- **Reply to every comment in the first hour** and every DM the same day. A DM is often a customer ready to buy.
- **Spend 10 minutes a day** commenting on nearby businesses, local pages and your customers' posts.
- **Collab with a neighboring business** so one video shows on both accounts.

Turning views into customers

Views don't pay the bills until someone takes a step. Build a clear path from video to booking:

1. **Video** gets their attention.
2. **Profile** builds trust (see the checklist above).
3. **One next step** that's easy to say yes to: a DM keyword, a free offer, or a booking link.
4. **Fast follow-up:** reply within minutes when you can, and always the same day.
5. **Ask for the booking:** offer two specific times instead of "let me know".

Paid ads basics

Ads multiply content that already works; they don't fix content that doesn't. Run them only after a few posts clearly land, target a tight radius around your business, and judge them by cost per customer, never likes. Done wrong, ads burn money fast. This is usually where businesses bring us in.

Measuring what works

Once a week, check three numbers: **watch time** (are hooks working?), **profile visits and DMs** (is it creating interest?), and **new customers from social** (ask every customer how they found you). Make more of what your top three posts have in common.

Your first 30 days

- ☐ **Week 1:** define your customer, fix your profile, pick your pillars
- ☐ **Week 2:** film and post five videos from Part 1
- ☐ **Week 3:** batch five more and reply to every comment and DM
- ☐ **Week 4:** check your numbers and plan next month around what worked

PART 3

Templates you can steal

Copy, paste, fill in the blanks. Screenshot these and keep them on your phone.

20 fill-in-the-blank hooks

1. If you [own a ___ / live in ___], watch this.
 2. Stop doing ___ if you want ___.
 3. Here's why your ___ keeps ___.
 4. 3 things we check before every ___.
 5. The ___ nobody tells you about.
 6. We [fixed / cleaned / built] this ___ in under ___ minutes.
 7. What \$___ gets you at [business].
 8. This is what ___ years of ___ looks like.
 9. You're ___ wrong.
 10. Most people in [city] don't know ___.
 1. POV: you just ___.
 2. The #1 question we get: ___?
 3. Wait for the end.
 4. Rate this ___ from 1 to 10.
 5. ___ vs. ___: which one is worth it?
 6. How we ___ for a customer who ___.
 7. Before you ___, watch this.
 8. A day as a ___ in [city].
 9. The mistake that costs ___ owners ___.
 10. I've done ___ for ___ years. Here's what I'd tell my first customer.
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3 caption templates

- **The result:** [The result in one line]. [What we did in one line]. Want the same? DM us BOOK. [City]
- **The lesson:** [Common question]? Short answer: [answer]. Save this for later. [City] [business type]
- **The offer:** [Number] spots left this week for [service]. [One line of proof]. Comment BOOK and we'll send you times.

DM replies that book customers

- **"How much?"** Great question! It depends on [size / condition], usually \$___ to \$___. Send me a photo of [the thing] and I'll give you an exact price plus two times that work this week.
- **"Are you available?"** We are! I have [day, time] or [day, time]. Which works better?
- **No reply after 2 days:** Hey [name], just following up. Still want to get [result]? I can hold [day, time] for you.
- **After the job:** Thanks for trusting us, [name]! Would you mind leaving a quick review? [link] It helps a ton.

Same idea, your industry

Three of the ideas from Part 1, translated for different businesses. Find yours, or the one closest to it.

Business	Before and after	Answer your #1 question	Process, sped up
Detailer	Dirty interior to spotless	"How long does ceramic coating last?"	A full wash in 20 seconds
Barber	Overgrown to fresh cut	"How often should I get a cut?"	A fade from start to finish
Restaurant	Raw ingredients to plated dish	"What's your most popular dish?"	One dish from prep to plate
Realtor	Empty room to staged	"Is now a good time to buy?"	Listing day, photos to sign
Gym	Day 1 to month 3 (with permission)	"How often should I train?"	A full workout in 20 seconds

Weekly content planner

Fill this in every Sunday. Five posts, five hooks, done.

Day	Idea	Hook	Filmed	Posted
Mon			☐	☐
Tue			☐	☐
Wed			☐	☐
Thu			☐	☐
Fri			☐	☐



Rather have it done for you?

We can plan, shoot, edit and post all ten for you, so you stay focused on running your business.

Book a free 15-minute call at ryanstevens.studio

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