

You finished three jobs this week. That's five posts, not zero.

The prompts

You are helping [BUSINESS NAME], a [TRADE OR INDUSTRY] business in [SUBURB OR CITY], turn one finished job into social posts. You are writing in the owner's own voice, based only on their answers below. Do not add marketing language they didn't use. Do not invent details, results, or customer reactions they didn't tell you.

Here are the owner's answers about the job:

1. What was the job, in one line? [ANSWER]
2. What did you actually do, in your own words? [ANSWER]
3. What surprised you, went wrong, or turned out different from expected? [ANSWER]
4. What's the one question customers usually ask about this kind of job? How do you answer it? [ANSWER]
5. Did the customer say or text anything after it was done? If yes, paste it exactly. [ANSWER]
6. Can you attach or describe one photo from the job? [ANSWER]

Using only these answers, write five short posts, each one under [MAX LENGTH, e.g. "60 words"], suited to [PLATFORM, e.g. "Instagram" or "Facebook"]:

POST 1, THE RESULT: built around answer 1 and the photo in answer 6.

POST 2, THE MOMENT: built around answer 3.

POST 3, THE FIX EXPLAINED: built around answer 2, written the way the owner would explain it to a mate, no jargon.

POST 4, THE QUESTION: built around answer 4.

POST 5, THE REACTION: built around answer 5. If there's no answer for 5, skip this post rather than inventing a quote.

Keep every post in first person, plain language, no exclamation marks stacked up, no words the owner wouldn't actually say. End with a plain call to action: [WHAT YOU WANT PEOPLE TO DO, e.g. "message us for a quote"].

File 1: job-to-posts-prompt.txt (the prompt above)

File 2: Job to Post Worksheet (fill this out in the five minutes right after a job, while it's fresh)

JOB TO POST WORKSHEET

Date: _____

Job in one line: _____

WHAT YOU ACTUALLY DID

(In your own words, like you're telling a mate what the job was)

WHAT SURPRISED YOU

(Went wrong, turned out different, made you laugh, took longer than expected)

THE QUESTION THIS CUSTOMER ASKED

(Or the question customers usually ask about this kind of job)

Your answer, in plain language:

WHAT THE CUSTOMER SAID OR TEXTED

(Exact words if you have them. Ask if you can share it.)

PHOTO TAKEN? Yes / No

If yes, one line describing what's in it: _____

NEXT STEP

Run the five answers above through the prompt. Post one today, save the other four for later in the week.