ILLUSTRATIVE EXAMPLE

A coastal painter's *page review.*

This illustrative review is for an exterior painter in Tillamook County. Here are the three changes I'd send the owner after looking at their Google profile and Facebook page.

01

GOOGLE BUSINESS PROFILE

Name the towns you serve.

The example profile says "Oregon Coast." A homeowner in Bay City still has to ask whether you'll come out. Add the towns you actually serve to the service-area field.

> EXAMPLE SERVICE AREA
>
> Tillamook, Bay City and Garibaldi

02

FACEBOOK

Show the work behind the finish.

A finished wall looks good. A photo from before prep shows what changed. Pin the two photos together and tell the homeowner what went into the job.

> EXAMPLE POST CAPTION
>
> Exterior repaint in Bay City. We scraped the loose paint, primed the bare cedar and finished with two coats.

03

ESTIMATE REQUESTS

Give the homeowner a first message.

"DM for info" makes the homeowner figure out what to ask. End the post with the two details you need to start an estimate.

> EXAMPLE INVITATION
>
> Want an exterior estimate? Message your town and a photo of the siding.

Request your own page review

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