

# THE IDEA SHEET

25 video formats that work for local businesses, how to find bigger accounts to borrow from, and a running-list template.

Borrow the format, never the words or the footage. Pick three businesses like yours that are bigger than you, in another city, sort their page by most viewed, and write down the SHAPE of the top ten. Then make your version with your face, your town and your customers.

## HOW TO FIND THE 3 ACCOUNTS

- Search your trade plus a big city: "roofer Dallas", "dentist Phoenix", "landscaping Atlanta". Pick accounts with more followers than you.
- On Instagram, open their Reels tab and tap the sort icon (or scroll: the view counts are on each tile). On TikTok, tap Popular.
- Write down the top ten by views. Label each one with a format from the list below. That is your first month of ideas.

## 25 FORMATS THAT WORK FOR LOCAL BUSINESS

1. Before and after (one shot, then the other, no talking).
2. Price breakdown: what a job costs and where the money goes.
3. A walk through the job from arrival to clean-up.
4. The mistake customers make before they call you.
5. What I found behind the wall (the surprise on the job).
6. Day in the life, three clips, under thirty seconds.
7. The question I get asked every week, answered.
8. Tool of the month and why I use it.
9. Customer reaction at the reveal.
10. How to tell a good [trade] from a bad one in sixty seconds.
11. What a fair quote looks like (show a real one, blur the name).
12. The five-minute fix you can do yourself.
13. The job we turned down and why.
14. Then and now: the same house, two years apart.
15. Three things to check before you hire anyone.
16. A review read out loud with the job behind it.
17. What this costs if you wait a year.
18. Meet the crew: one person, one line each.
19. The busiest week of the year, explained.
20. Myth versus fact about your trade.
21. How we price a job in sixty seconds.
22. What the pros do that DIY misses.
23. The call we got at 6 AM (a story).
24. The cheapest upgrade with the biggest result.

25. What we do differently and why it costs the same.

## RUNNING LIST (ONE IDEA A DAY)

| #  | Idea (format + your example) | Filmed                   |
|----|------------------------------|--------------------------|
| 1  |                              | <input type="checkbox"/> |
| 2  |                              | <input type="checkbox"/> |
| 3  |                              | <input type="checkbox"/> |
| 4  |                              | <input type="checkbox"/> |
| 5  |                              | <input type="checkbox"/> |
| 6  |                              | <input type="checkbox"/> |
| 7  |                              | <input type="checkbox"/> |
| 8  |                              | <input type="checkbox"/> |
| 9  |                              | <input type="checkbox"/> |
| 10 |                              | <input type="checkbox"/> |
| 11 |                              | <input type="checkbox"/> |
| 12 |                              | <input type="checkbox"/> |
| 13 |                              | <input type="checkbox"/> |
| 14 |                              | <input type="checkbox"/> |
| 15 |                              | <input type="checkbox"/> |

Copy formats, never other people's words, music or footage. Educational only. App features and menu names change with updates. No views, followers or sales results promised.

### Got the ideas. Need the customers?

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: [skool.com/unlimitedleads](https://skool.com/unlimitedleads)
- Find and verify the emails free: [EmailClik.com](https://EmailClik.com)