

# THE CAPTION SHEET

The caption template, 50 service-and-city first lines, hashtag sets by trade, and a 2-word question bank.

Hashtags stopped bringing customers. The caption did not. The app reads your first line like a search box, a neighbor reads it like a sign. Write it before you film: if you cannot say what the video is about in one line, the video is not ready.

## THE TEMPLATE

### CAPTION

[Line 1: what the video is, plain words, with the service and the town]

[Line 2: one sentence of detail or the price range]

[Line 3: a question people can answer in two words]

[3-5 hashtags that describe the job]

## 50 FIRST LINES (SWAP THE TOWN)

1. Kitchen remodel in Spring Hill, start to finish.
2. Roof replacement in Brooksville, two days, before and after.
3. AC repair in Tampa, what the tech found.
4. Water heater install in Hernando County, what it costs.
5. Lawn cleanup in Weeki Wachee, one hour, before and after.
6. House cleaning in Spring Hill, the move-out checklist.
7. Bathroom tile in Brooksville, grout color choices.
8. Fence install in Hernando, pressure treated vs vinyl.
9. Pool cleaning in Spring Hill, the green-to-clear timeline.
10. Pressure washing in Tampa, driveway before and after.
11. Painting in Brooksville, two-tone kitchen cabinets.
12. Gutter cleaning in Spring Hill, what we pulled out.
13. Tree trimming in Hernando County, what the permit covers.
14. Garage door repair in Tampa, the spring everybody ignores.
15. Dentist in Spring Hill, what a cleaning actually includes.
16. Chiropractor in Brooksville, the first visit explained.
17. Family photos in Tampa Bay, the window-light setup.
18. Auto repair in Brooksville, the check engine code explained.
19. Pest control in Spring Hill, where the ants come in.
20. Window tint in Tampa, legal limits explained.
21. Carpet cleaning in Hernando, pet stains before and after.
22. Drywall repair in Spring Hill, a one-hour patch.

23. Electrician in Brooksville, the breaker that keeps tripping.
24. Pool screen repair in Tampa, panel by panel.
25. Handyman in Hernando County, the Saturday list.
26. Moving company in Spring Hill, how we pack a kitchen.
27. Flooring in Brooksville, vinyl plank vs laminate.
28. Solar in Tampa, the real monthly numbers.
29. Septic pumping in Hernando, how often and why.
30. Well pump repair in Brooksville, the sound to listen for.
31. Insurance agent in Spring Hill, what the roof age changes.
32. Realtor in Hernando County, this week's new listings.
33. Mortgage in Tampa, what the rate change means on a 300k house.
34. Tax prep in Brooksville, the three receipts people forget.
35. Bookkeeping in Spring Hill, what a clean month looks like.
36. Barber in Tampa, the fade step by step.
37. Nail salon in Spring Hill, gel vs dip explained.
38. Dog grooming in Brooksville, a doodle in forty minutes.
39. Vet in Hernando County, the summer heat check.
40. Daycare in Spring Hill, what a morning looks like.
41. Tutoring in Tampa, the first session explained.
42. Gym in Brooksville, the beginner plan, week one.
43. Restaurant in Spring Hill, how the Friday special is made.
44. Bakery in Tampa, the 5 AM start.
45. Food truck in Hernando, where we are this week.
46. Print shop in Brooksville, business cards in one day.
47. Sign company in Tampa, the storefront install.
48. IT support in Spring Hill, the backup check every owner skips.
49. Lead lists in Hernando County, how we build a list of 600 businesses.
50. Email marketing in Tampa, the first campaign explained.

## 2-WORD QUESTION BANK

- Which one?
- Yours or ours?
- Worth it?
- Before or after?
- Too much?
- Vinyl or wood?
- Morning or night?
- Done this?
- Spring Hill or Brooksville?
- Agree or no?

## HASHTAG SETS BY TRADE (PICK 3-5)

| Trade         | Hashtags                                                       |
|---------------|----------------------------------------------------------------|
| Home services | #[trade] #[town][trade] #homerepair #[town] #beforeandafter    |
| Health        | #[town]dentist #familydentist #[town] #smile #newpatients      |
| Food          | #[town]eats #[town]food #foodtruck #dailyspecial #local        |
| B2B           | #smallbusiness #[town]business #leadgeneration #coldemail #b2b |

Educational only. App features and menu names change with updates. No views, followers or sales results promised.

## Captions fixed. Now who reads them?

- 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)