



# CONTENT CREATION GUIDELINES



## VIDEOS

### SHOOT VERTICAL (PORTRAIT) FORMAT



### KEEP IT BRIEF

- **Shorter** content performs best
- Shoot for **15-45 seconds**

### PROMOTE YOUR BUSINESS

- Showcase your **brand, logo & workers**
- Always end with a call-to-action, such as **"Call Us Today!"**

### NARRATE WHILE WORKING

- **Use simple language**
- Keep it authentic but still relatable
- Remember: you're the expert, so *inform* your viewer

### USE BEFORE & AFTER CLIPS

- **BEFORE** — 5-10 seconds of the Problem
- **AFTER** — 5-10 seconds of the Fix
- **Explain** the difference



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### BEFORE/AFTER PHOTO PAIRS

- Shoot from the **same angle** to show the true difference between before & after shots

### HIGHLIGHT TOOLS, GEAR & MATERIALS

- **Close-ups** are great for setups, new installs, or upgraded parts (smart thermostats, clean wiring, new compressors, etc.)

### TEAM & VAN SHOTS

- **Build trust!** Show your techs smiling & professional. Include clean branded uniforms & vehicles for free advertising

### SHOWCASE PROBLEMS

- Capture "this is what NOT to do" moments. **Bad installs, rusted parts, and dangerous DIY jobs** are powerful images

### USE NATURAL LIGHT & GOOD ANGLES

- Shoot outside **during the day** and **avoid shadows** in the shot when possible.
- Stand near windows & set your camera to **flash**



## PHOTOS

## + BONUS: CONTENT IDEAS

- **What's This Part?** Quick explainer of a common component like a capacitor, trap, breaker, etc.
- **3 Signs Your Unit Needs Repair.** Keep it a simple overview, not a how-to video
- **THIS Is Why Your Breaker Keeps Tripping.** Basic information that demonstrates your expertise
- **How We Unclogged This Drain In 10 Minutes.** A short video that walks the viewer through the job
- **Replacing This Outdated Thermostat With A Smart One.** A chance to increase interest in the job

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