

Social Media HOOKS

SAFETY

- **DON'T TOUCH THAT BREAKER! WATCH THIS FIRST.**
- **IS YOUR WATER HEATER ABOUT TO EXPLODE? LET'S FIND OUT.**
- **STOP! THIS ONE MISTAKE COULD FLOOD YOUR HOUSE.**

MONEY

- **THIS COULD BE THE REASON YOUR ELECTRIC BILL DOUBLED LAST MONTH.**
- **YOU'RE PROBABLY WASTING \$100 A MONTH AND DON'T EVEN REALIZE IT.**
- **THIS 10-SECOND TIP COULD SAVE YOU \$500 THIS SUMMER.**

INFORMATIVE

- **MOST PEOPLE DON'T KNOW THIS ABOUT THEIR CIRCUIT PANEL...**
- ****THIS** IS HOW WE FIXED (APPLIANCE) IN UNDER 2 HOURS.**
- **OTHER COMPANIES PASSED ON THIS JOB. WE FIGURED IT OUT IN ONE VISIT.**

ANEC&DOTAL

- **15 MINUTES TO RESTORE POWER BEFORE DINNER? HERE'S HOW WE DID IT.**
- **(*POINTING TO DEVICE) THIS ALMOST BURNED DOWN THEIR HOUSE.**
- **(SHOW LEAK) THIS LEAK WAS HIDDEN FOR MONTHS.**

HEALTH

- **RUSTY PIPES = CONTAMINATED WATER. *WOULD YOU DRINK THIS?***
- **(LIFT UP DIRTY AIR FILTER) EVER WONDER WHAT YOU'RE BREATHING IN?**
- **KEEP GETTING SICK? YOUR AC MIGHT BE THE REASON.**

SHOCKING

- **PRICES ARE GOING *UP* — THIS IS HOW TO SAVE MONEY RIGHT NOW.**
- **THIS CUSTOMER CALLED JUST IN TIME. YOU CAN TOO IF YOU CHECK HERE.**
- **WATCH US TURN *THIS* NIGHTMARE INTO A CLEAN INSTALL.**



FUNNY

- **WE'RE NOT JUDGING... BUT YOUR BREAKER BOX LOOKS LIKE ABSTRACT ART.**
- **PLUMBERS *HATE* WHEN THIS HAPPENS. WE ARE NOT OK. (SHOW FUNNY FACE OR REACTION FROM TECHNICIAN.)**

VALUE + CTA = A SUCCESSFUL HOOK!



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