

SALES COPY FRAMEWORKS FOR RICHARD'S PAINTING

Together, these frameworks allow Richard's Painting to:

- Meet homeowners at different emotional stages (skeptical, curious, ready, price-shopping)
- Reduce “contractor fear” before the estimate
- Replace discount-chasing with **clarity + confidence**
- Maintain consistency across ads, captions, website copy, and in-home sales conversations
- Shift the decision from “cheapest quote” → **best process + lasting protection**

Instead of pushing “limited time discounts,” these frameworks invite homeowners to feel safe choosing the right painter... which is exactly what Richard's Painting needs to win against handymen and low-bid crews.

AIDA:

Attention – Interest – Desire – Action

A classic persuasion framework that grabs attention quickly, builds curiosity, creates emotional desire, and ends with a clear next step.

Why this works for Richard's Painting

Most homeowners already *want* their house painted. They're just stuck in:

- mistrust (“I’ve been burned before”)
- uncertainty (“why are quotes so different?”)
- fear of mess/damage (“will they protect my floors/landscaping?”)

AIDA helps you:

- interrupt scrolling with **real homeowner pain**
- educate without overwhelming
- build desire for a **prep-first professional outcome**
- guide them toward a low-pressure action (virtual estimate / free quote)

AIDA Caption Examples (Richard's Painting)

1. **“Nervous to hire a painter?”**

Most homeowners don't delay painting because they don't care.

They delay because they don't trust who to hire.

At Richard's Painting, we don't just “paint.” We run a **prep-first process** that protects your home, keeps the job clean, and delivers a finish that lasts in Texas weather.

 **DM “QUOTE”** and we'll send a simple estimate checklist.

2. **“Why are painting quotes all over the place?”**

Because you're not comparing paint.

You're comparing **prep, protection, and professionalism**.

Low quotes often skip the steps you don't see... until the paint peels.

 *Want an apples-to-apples estimate? Message us "COMPARE."*

3. **"Paint peeling in Texas?"**

That's not bad luck.

That's usually surface prep + moisture issues.

We prep, prime, and seal for North Texas conditions so your exterior lasts—without constant repainting.

 *Book a virtual estimate this week.*

4. **"Think painting is just cosmetic?"**

Not in Texas.

Exterior paint is protection—against sun, humidity, and wood damage.

The right system now prevents repairs later.

 *Follow for Texas home protection tips.*

AIDA — Story Text Overlays (Simple Threads)

Story Thread 1

"Still scared to hire a painter?"

"That's normal."

"Most jobs fail from shortcuts."

"We show you the process."

Story Thread 2

"Cheapest quote?"

"Usually means missing steps."

"Missing steps = peeling."

"Prep-first wins."

AIDA — Sample Scripts

Script 1 (30–45s)

"Hiring a painter shouldn't feel like gambling.

But in North Texas, a lot of homeowners get burned by messy jobs and rushed prep.

Here's the truth: the paint isn't the magic... the prep is.

We protect your home, prep the surfaces correctly, and use a process built for Texas weather.

If you want it done clean and done right, DM 'QUOTE' and we'll help you compare estimates the right way."

Script 2 (Short-form Ad)

"Cheap painting is expensive.

Because skipping prep looks fine... until it peels.

We're prep-first, clean, and professional from day one.

DM 'COMPARE' and we'll send you the 5 questions to ask any painter."

? SPIN SELLING:

Situation – Problem – Implication – Need Payoff

A consultative framework that leads homeowners through self-discovery: their situation, the problem it creates, what's at risk, and why the right solution matters.

Why this works for Richard's Painting

Your audience is skeptical and doesn't want to feel "sold." SPIN:

- mirrors how good contractors explain choices
- builds trust through logic
- makes the homeowner connect the dots themselves
- positions you as a guide, not a pitch

SPIN — Caption Examples

1. **“Are you getting multiple painting quotes right now?”**

Most homeowners do—and end up more confused than before.

That confusion usually leads to choosing the cheapest option... and repainting again soon.

Imagine instead getting a quote that clearly shows: prep, materials, protection, and timeline.

That's how we make the decision simple—and the results last.

2. **“Do you have peeling, cracking, or chalky paint outside?”**

That usually means the surface is failing under the paint.

If you repaint without fixing the surface, the same problem returns—just slower.

Now imagine addressing the root cause once... and not worrying about it for years.

That's what prep-first painting does.

3. **“Have you ever hired a contractor who left a mess?”**

That stress adds up fast: damaged floors, paint splatter, landscaping ruined, constant worry.

Now imagine a crew that protects everything, communicates clearly, and leaves the home clean daily.

That's what professional process looks like.

SPIN — Story Text Threads

Story Thread 1

“Quotes don't match?”

“It's not random.”

“You're comparing different prep levels.”

“Prep = durability.”

Story Thread 2

“Peeling paint?”

“It wasn’t “bad paint”.”

“It was bad prep or surface failure.”

“You need to fix the base to fix the problem.”

SPIN — Sample Scripts

Script 1

“Most homeowners think paint failure happens because the paint was ‘bad.’

But usually, it’s the surface.

If the surface isn’t cleaned, repaired, and sealed, the new paint can’t bond.

That’s why we’re prep-first—so you’re not repainting again in two years.”

Script 2

“If you’re comparing quotes and they’re wildly different, ask this:

Are they quoting the same prep and cleanup?

Because the cheapest quote is usually cheaper by skipping steps you don’t see... until the paint peels or theres spatter all over your furniture and floor.”



Problem – Agitate – Solution

A fast emotional framework: identify pain, amplify the frustration, then present relief.

Why this works for Richard’s Painting

Homeowners are tired of:

- being burned by contractors
- messy crews
- “cheap” jobs that fail

PAS validates their frustration, then offers a clean, professional alternative.

PAS — Caption Examples

1. **Hiring a painter feels risky.**

Because too many jobs go like this:

 rushed prep

 paint splatter

 surprises in the final invoice

And then... the paint fails early.

That isn't "bad luck." It's bad process.

Here's what we do differently:

- ✓ prep-first steps
- ✓ protected home
- ✓ clean jobsite
- ✓ clear scope

👉 DM "QUOTE" and we'll walk you through next steps.

2. **The most expensive paint job is the one you pay for twice.**

Low bids feel good upfront... until peeling starts.

Then you're paying again—plus repairs.

Our goal is simple: do it right once.

👉 Message "COMPARE" for the estimate checklist.

📱 PAS — Story Threads

"Cheap quote looks good..."

"Until it peels."

"Peeling isn't paint."

"It's prep."

📄 PAS — Sample Scripts

Script 1

"Most people don't hate painting.

They hate contractors.

The mess. The shortcuts. The uncertainty.

We built a prep-first process so homeowners feel safe—and the results last."

🏷️ **GAP SELLING:**

Now → Want → Obstacle → Solution

A transformation framework: current state vs desired state, what's blocking them, and how you bridge the gap.

Why this works for Richard's Painting

You're not selling "paint." You're selling:

- trust
- clean execution
- a lasting, protected home

This makes the homeowner feel like the outcome is achievable—and the obstacle is solvable.

✅ Best for: testimonials, “why us” videos, estimate follow-ups, website sections

👉 GAP — Caption Examples

1. Right now:

😬 You don't trust painters

📄 Your quotes don't match

🏠 Your exterior looks worn

What you want:

✅ A clean, high-end finish

✅ A crew that protects your home

✅ A paint system that lasts in Texas

What's in the way:

❌ low-bid shortcuts

❌ unclear scope

❌ rushed prep

The fix:

✅ a prep-first professional process

👉 Book a virtual estimate and we'll show you exactly what's included.

2. Right now: peeling paint.

What you want: durability.

What's stopping you: surface failure underneath.

The fix: repair + prep + sealing before paint.

That's the Richard's Painting difference.

👉 GAP — Sample Script

“Most homeowners aren't far from the finish they want.

They're just one decision away: choosing process over price.

That's the gap we fill... Clean work, real prep, lasting protection.”

BEFORE – AFTER – BRIDGE

A simple story: life before, life after, and how you got there.

Why this works for Richard's Painting

This turns “painting” into a transformation homeowners can feel: relief, pride, confidence, protection.

👉 Before–After–Bridge Captions

1. TEXAS EXTERIOR PROTECTION AD

“Our exterior looked ‘fine’... until the paint started peeling.”

That's how most paint failures start in Texas.

Chalking, cracking, and peeling aren't random—they're signs the surface underneath is failing.

We repaired the surface, prepped it properly, and used a system designed for Texas heat.

The result?

A sealed, protected exterior with curb appeal that actually lasts.

👉 Book a virtual estimate this week and see what's included before paint ever starts.

2. CLEAN JOBSITE / BAD CONTRACTOR EXPERIENCE AD

"The last painter made a mess, so we were nervous."

Paint splatter. Dust everywhere. Furniture moved carelessly.

That experience alone makes homeowners hesitate to repaint again.

This time was different.

Floors protected. Worksite cleaned daily. No chaos, no stress.

Professional painting isn't just about the finish—it's about respecting the home while we're there.

👉 Follow for "what to expect" painting tips before you hire anyone.

3. INTERIOR REFRESH (NOT A RENOVATION) AD

"We wanted a refresh... not a renovation."

The house felt outdated and dim, but tearing everything apart wasn't the goal.

With the right color guidance, careful prep, and precise finishing, the space feels brighter, cleaner, and completely refreshed—without remodeling.

Paint done right changes the entire feel of a home.

👉 DM "REFRESH" for a quick, no-pressure quote.

4. QUOTE CONFUSION / PRICE SHOPPER AD

"We got three quotes... and still didn't know who to trust."

Different prices. Vague scopes. No clear explanation of what was actually included.

The turning point was seeing a process laid out clearly—prep steps, protection, materials, and timeline—so the decision finally made sense.

Professional painting isn't about guessing.

It's about clarity before the job begins.

👉 DM “COMPARE” and we’ll show you how to read painting estimates the right way.

Story Posts:

Thread 1: Trust

“Before: scared to hire a painter”

“After: smooth process + clean results”

“Bridge: prep-first + communication”

Thread 2: Texas Exterior

“Before: peeling + chalking”

“After: sealed + protected”

“Bridge: surface repair + proper prep”

Script (30–45s | Trust)

“Most homeowners don’t put off painting because they hate the idea...

They put it off because they don’t trust who to hire.

Before this job, they were worried about mess, shortcuts, and surprises.

After? Clean lines, protected floors, and a finish that looks premium.

The bridge is always the same: prep-first process + clear communication.”

SNAP SELLING:

Simple – iNvaluable – Aligned – Priority

A modern clarity framework for busy homeowners: make the decision easy.

Why this works for Richard’s Painting

Homeowners don’t want more information—they want certainty. SNAP:

- reduces friction
- reinforces “this fits me”
- creates calm confidence

SNAP — Caption Examples

1. Painting shouldn’t be complicated.

Here’s how it works with us:

- ✓ Protect the home
- ✓ Prep the surfaces
- ✓ Paint clean
- ✓ Leave it better than we found it

Simple.

Because simple is what homeowners trust.

2. Want a paint job that lasts in Texas?

The priority isn't "cheap."

It's "done right the first time."

3. **If you're comparing painters, simplify it.**

Don't compare price. Compare:

✓ Prep steps

✓ Protection plan

✓ Materials

✓ Cleanup standards

That's what determines durability.

➡ DM **"COMPARE."**

4. **Want a paint job that lasts in Texas?**

Priority #1 isn't color.

It's the surface + prep system underneath.

➡ Follow for Texas exterior tips.

5. **Busy schedule? Perfect.**

We keep the process simple:

Clear timeline, clean jobsite, daily communication.

➡ Book a **virtual estimate**.

➡ **SNAP Story Text Threads (6)**

Thread 1 (Simple Process)

"Protect"

"Prep"

"Paint"

"Clean"

"That's the whole system."

Thread 2 (Compare Quotes)

"Stop comparing price"

"Compare prep"

"Compare protection"

"Compare cleanup"

Thread 3 (Texas Durability)

"Texas heat is brutal"

"Prep is the difference"

"Durability isn't luck"

Thread 4 (Trust)

"If they can't explain prep..."

“Don’t hire them.”

Script 1 (15–25s | Process)

“Here’s how a professional paint job works: protect, prep, paint, clean.

If a quote doesn’t clearly explain those steps, you’re not buying a paint job—you’re buying a guess.”

Script 2 (30–45s | Compare estimates)

“Your quotes are different because the prep is different.

We make it simple: we show you exactly what we’re doing and why it matters—so you can choose confidently.”

Script 3 (20–30s | Texas exterior)

“Texas destroys shortcuts.

Prep is what makes paint last here.

We don’t skip it—because we don’t want you repainting again soon.”



Picture – Promise – Prove – Push

Help them imagine the outcome, make a promise, show proof, invite action.

Why this works for Richard’s Painting

Most homeowners can’t visualize the difference between painters—until you show it. PPPP makes your professionalism *visible*.

👉 PPPP — Caption Example

Ever wish hiring a painter felt easy?

Picture this:

🏠 you come home to clean floors

🚫 no paint splatter

📋 no surprise add-ons

🏡 a finish that looks premium and lasts

That’s what our prep-first process is built for.

And the proof?

Real jobs. Real walkthroughs. Real homeowners who say “this was the cleanest contractor experience we’ve had.”

👉 DM “QUOTE” for a virtual estimate.

1. TRUST & PROFESSIONALISM

Letting a crew into your home shouldn’t feel stressful.

Professional behavior. Respect for your space. A clean jobsite every day — not just at the end.

That's not "extra." That's the standard when systems, expectations, and accountability are in place.

Follow along for behind-the-scenes looks at how professional painting should actually be done.

2. QUOTE CLARITY / ESTIMATE CONFUSION

You should be able to understand your painting estimate in about 60 seconds.

If it doesn't clearly explain:

- prep
- materials
- protection
- cleanup

...then it's not really an estimate — it's a guess.

We break everything down so nothing is hidden and nothing is confusing.

DM "**COMPARE**" and we'll show you how to read painting quotes the right way.

3. PRESSURE WASHING (EDUCATION)

Not all pressure washing actually prepares a surface for paint.

Too much pressure can gouge siding, force water behind boards, and cause paint to fail faster.

Done correctly, it cleans without damaging — using the right pressure and technique for each surface.

DM "**WASH**" if you want pressure washing that protects your home instead of hurting it.

4. POPCORN CEILING REMOVAL

Popcorn ceilings don't just date a home — they trap light and make rooms feel smaller.

When removed correctly, the space feels instantly cleaner, brighter, and more modern — without turning your house into a dust storm.

The difference is containment, careful removal, and proper finishing.

DM "**POP**" if you're thinking about removing popcorn ceilings the right way.

Stories:

STORY THREAD 1 — TRUST

"Hiring a painter shouldn't feel stressful"

"Your home deserves respect"

“Clean work. Clear standards.”

“DM QUOTE”

STORY THREAD 2 — TEXAS EXTERIOR

“Texas weather is brutal on paint”

“Prep is what makes it last”

“Surface repair before color”

“Book an estimate”

STORY THREAD 3 — QUOTES

“Confused by painting quotes?”

“You’re not alone”

“Compare the process, not the price”

“DM COMPARE”

STORY THREAD 4 — CABINETS

“New kitchen feel”

“Without replacing cabinets”

“Prep makes the difference”

“DM CABINETS”

STORY THREAD 5 — PRESSURE WASHING

“Pressure washing isn’t one-size-fits-all”

“Too much pressure causes damage”

“Correct technique protects surfaces”

“DM WASH”

Final Note: Why These Frameworks Matter for Richard’s Painting

These frameworks aren’t just about better captions.

They’re about **making homeowners feel safe** choosing you... especially when:

- they’re price shopping
- they’re skeptical
- they’ve had a bad contractor experience
- they don’t understand why quotes differ

By rotating these frameworks, Richard’s Painting can:

- attract higher-quality homeowners (process-minded, not discount-only)
- reduce objections before the estimate

- build trust across Facebook, Instagram, YouTube, Google, and Yelp
- create a repeatable system that the whole team can use consistently