

# ***HOOKS CHEAT SHEET FOR RICHARD'S PAINTING***

*(From Meger's Proven Frameworks & Formulas)*

## **1. Can you X without Y?**

**Template:** *Can you [desired outcome] without [undesired risk or belief]?*

- **Can you repaint your exterior without Texas heat ruining it?**
  - Yes, but only if the surface is prepped and sealed for extreme expansion and UV exposure.
- **Can you refresh your interior without worrying about mess, damage, or shortcuts?**
  - Only if protection and cleanup are part of the process... not an afterthought.
- **Can you get a clean, professional paint job without babysitting the crew?**
  - Real professionals shouldn't need supervision... and our system guarantees quality results.

## **2. How to X**

**Template:** *How to [achieve a clear outcome]*

- **How to choose a painter you can actually trust**
  - Look at their process first, not their price or promises.
- **How to repaint your home without hidden mess or damage**
  - Protection and prep determine the outcome long before paint ever goes on the wall.
- **How to make a paint job last in Texas heat**
  - The secret isn't better paint... it's better surface preparation.

## **3. How does X work?**

**Template:** *How does [process/system] actually work?*

- **How does professional house painting actually work?**
  - It's a step-by-step system, not just paint and brushes.
- **How does proper prep prevent paint failure?**
  - Paint only bonds as well as the surface underneath it.
- **How does exterior paint actually protect your home in North Texas?**
  - It seals out moisture, UV damage, and surface breakdown before they spread.

## **4. Change your understanding of X**

**Template:** *Change your understanding of [common belief]*

- **Change your understanding of what "a good paint job" really means**
  - A good job is measured in years, not how it looks on day one.

- **Change your understanding of why paint peels**
  - Peeling usually starts long before the final coat is applied.
- **Change your understanding of painting as protection, not just looks**
  - Paint is your home's first line of defense, not just decoration.

## 5. Should you X to Y?

*Template: Should you [common action] to [desired result]?*

- **Should you choose a lowball painting quote just to save money?**
  - Most homeowners do... and that's why they're repainting again two years later.
- **Should you paint over old peeling paint to make it look better?**
  - That only hides the problem... it doesn't stop it.
- **Should you trust online reviews alone?**
  - Reviews matter, but process transparency matters more.

## 6. X tips to improve X

*Template: [Number] tips to improve [specific result]*

- **5 tips to make your paint job last longer**
  - Every one of them starts before the first coat of paint.
- **3 tips to avoid hiring the wrong painter**
  - If they can't explain their prep, they probably skip it.
- **4 tips to protect your home during painting**
  - Floors, fixtures, and landscaping should be treated like valuables.

## 7. What would happen if you...

*Template: What would happen if you [did/didn't do something]?*

- **What would happen if you skipped prep before painting?**
  - The paint might look fine now... but it's already failing underneath.
- **What would happen if you waited too long to repaint?**
  - Minor surface damage turns into major repairs fast.
- **What would happen if you hired a handyman instead of a pro?**
  - You save upfront and pay later... usually twice.

## 8. Have you heard about X?

*Template: Have you heard about [new idea or reframe]?*

- **Have you heard about prep-first painting?**
  - It's the difference between repainting in 3 years or 10.

- **Have you heard about paint as exterior protection?**
  - Most homeowners don't... until damage shows up.
- **Have you heard why Texas homes need different paint systems?**
  - Our climate destroys “one-size-fits-all” approaches.

## 9. The problem behind X

*Template: The real problem behind [common struggle]*

- **The real problem behind peeling paint**
  - Moisture and surface failure... not bad paint.
- **The real problem behind uneven quotes**
  - Everyone is pricing a different level of prep and protection.
- **The real problem behind homeowner mistrust**
  - Too many contractors skip steps homeowners never see.

## 10. How to X in Y time

*Template: How to [result] in [timeframe]*

- **How to protect your home exterior in one week**
  - When the process is dialed in, speed doesn't mean shortcuts.
- **How to refresh your space in 5 days**
  - Planning matters more than rushing.
- **How to prevent paint failure for the next 10 years**
  - Fix the surface once instead of repainting forever.

## 11. Easy ways to X

*Template: Easy ways to [desired outcome]*

- **Easy ways to spot a professional painter**
  - Professionals explain; amateurs avoid details.
- **Easy ways to avoid messy paint jobs**
  - Clean sites don't happen by accident.
- **Easy ways to maintain your exterior paint**
  - Maintenance is cheaper than repair.

## 12. The ultimate guide to X

*Template: The ultimate guide to [outcome]*

- **The ultimate guide to hiring a house painter in North Texas**
  - What to ask before you sign anything.

- **The ultimate guide to exterior painting in Texas**
  - Heat, humidity, and UV change everything.
- **The ultimate guide to comparing painting estimates**
  - Apples-to-apples comparisons don't exist without process clarity.

## 13. X proven ways to X

**Template:** *[Number] proven ways to [desired result]*

- **4 proven ways to avoid paint peeling**
  - Hint: All four happen before the first coat.
- **3 proven ways to get cleaner paint lines**
  - Number 1... Skill beats speed every time.
- **2 proven ways to increase paint longevity**
  - The first thing you need to understand is that durability is by design.

## 14. You won't be able to X until Y

**Template:** *You won't be able to [outcome] until you [action]*

- **You won't get lasting results until prep is done right**
  - And that's because paint can't fix bad surfaces.
- **You won't trust your painter until you see the process**
  - Transparency builds confidence.
- **You won't stop repainting until the surface is fixed**
  - Covering damage doesn't stop it.

## 15. Best ways to X without Y

**Template:** *The best ways to [desired outcome] without [undesired condition]*

- **The best ways to repaint without damaging your home**
  - Real protection is a system, not just tape and plastic sheets.
- **The best ways to refresh your space without stress?**
  - Set clear expectations and remove surprises.
- **The best ways to paint without cutting corners**
  - Time spent upfront saves years of headaches later.

## 16. X things you wish you knew earlier

**Template:** *[Number] things about [topic] you wish you knew earlier*

- **4 things homeowners wish they knew before repainting**
  - Number 1? Most regrets come from rushing decisions.

- **1 thing people regret about cheap paint jobs**
  - The real cost shows up later.
- **3 things that cause paint failure most homeowners miss**
  - Pro tip: None of them are visible on day one.

## 17. X myths about X

*Template: [Number] myths about [topic]*

- **One painting myth that is costing homeowners thousands**
  - Cheaper is better. You don't have to pay top dollar, but cheap jobs cost more in the long run
- **3 myths about exterior paint in Texas**
  - Number 1? Texas heat changes everything.
- **The 1 myth about "all painters being the same"**
  - Process separates professionals from labor.

## 18. How to X without Y

*Template: How to [desired outcome] without [undesired action]*

- **How to repaint without rushing the process**
  - Speed without structure causes failure.
- **How to protect your home without overspending**
  - Fixing things right once is cheaper than fixing them twice.
- **How to upgrade your space without constant repairs**
  - Prep eliminates repeat work.

## 19. How to deal with X

*Template: How to deal with [challenge]*

- **How to deal with peeling or cracking paint**
  - Identify the cause before repainting.
- **How to deal with wildly different painting quotes**
  - Compare scope, not totals.
- **How to deal with contractor mistrust**
  - Ask for systems, not slogans.

## 20. Warning: Don't X

*Template: Warning: Don't [common mistake]*

- **Warning: Don't paint over failing surfaces**
  - You're just temporarily sealing the problem, instead of actually solving it.

- **Warning: Don't choose a painter by price alone**
  - Because when it's not done right, you'll have to do it twice.
- **Warning: Don't skip prep to save a few hours of time**
  - You'll lose years instead.

## 21. The secrets behind X

*Template: The secrets behind [desired outcome]*

- **The secrets behind long-lasting paint jobs**
  - Longevity is designed into the prep, not the final coat.
- **The secrets behind clean, professional finishes**
  - Clean lines come from patience, protection, and experience—not speed.
- **The secrets behind consistent quality work**
  - Systems beat shortcuts every time.

## 22. Guaranteed ways to X

*Template: Guaranteed ways to [desired outcome]*

- **Guaranteed ways to avoid paint failure**
  - Address moisture, adhesion, and surface damage before painting.
- **Guaranteed ways to reduce repainting costs**
  - Do it right once instead of repainting every few years.
- **Guaranteed ways to protect your home exterior**
  - Treat paint as a shield, not a cosmetic upgrade.

## 23. Everything you need to know about X

*Template: Everything you need to know about [topic]*

- **Everything you need to know before repainting your home**
  - Most problems happen before paint ever touches the wall.
- **Everything you need to know about Texas exterior paint**
  - Heat, humidity, and sun exposure change the rules.
- **Everything you need to know about professional prep**
  - Prep is invisible—but it determines everything.

## 24. How to X in simple steps

*Template: How to [desired outcome] in simple steps*

- **How to choose a painter in 5 simple steps**
  - Start with process clarity, not price.

- **How to prep your home for painting**
  - The cleaner the surface, the stronger the bond.
- **How to maintain your paint after the job**
  - Small upkeep prevents major repairs.

## 25. Smart tricks to X

*Template: Smart tricks to [desired outcome]*

- **Smart tricks to extend paint life**
  - Fix what's underneath before covering it up.
- **Smart tricks to compare estimates correctly**
  - Look for what's included—and what's missing.
- **Smart tricks to avoid repainting too soon**
  - Durability starts before the first coat.

## 26. This one thing helped X more than anything

*Template: This one thing helped me with [topic] more than anything*

- **This one prep step prevents most paint failures**
  - Proper surface bonding stops peeling before it starts.
- **This one habit keeps our jobs clean**
  - Protect everything as if it were your own home.
- **This one system protects homeowners every time**
  - Consistency removes surprises.

## 27. What's one thing everyone believes about X, but is actually a myth?

*Template: What's one thing everyone believes about [topic], but is actually a myth?*

- **Everyone thinks paint fails because of bad paint — it's not**
  - Surface failure is the real culprit.
- **Everyone thinks prep is optional — it's not**
  - Skipping prep guarantees problems.
- **Everyone thinks cheap paint saves money — it doesn't**
  - It increases repaint frequency.

## 28. Stop doing this with X. Do this instead.

*Template: Stop doing this with your [topic]. Do this instead.*

- **Stop comparing quotes only by price. Compare process.**
  - The process determines how long the job lasts.
- **Stop repainting symptoms. Fix the surface.**
  - Cosmetic fixes never solve structural problems.
- **Stop rushing painting. Protect your home.**
  - Speed without structure leads to failure.

## 29. Everyone's talking about... / Why is everyone talking about...

*Template: Why is everyone talking about [topic]?*

- **Why is everyone talking about peeling paint in Texas?**
  - Because our climate exposes bad prep fast.
- **Why is everyone talking about prep-first painting?**
  - Because it's the difference between repainting and protecting.
- **Why are homeowners redoing paint jobs so soon?**
  - Most jobs fail underneath, not on the surface.

## 30. If you're still doing X, you're missing out on Y

*Template: If you're still doing [behavior], you're missing out on [benefit]*

- **If you're still choosing painters by price, you're missing durability**
  - The cheapest job is often the shortest-lived.
- **If you're still skipping prep, you're missing longevity**
  - Prep is what makes paint last.
- **If you're still repainting every few years, you're missing protection**
  - A proper system prevents repeat work.

## 31. Weird habits that lead to results

*Template: [Number] weird [topic] habits that are making [person type] [result]*

- **5 weird habits professional painters use to avoid callbacks**
  - Most of them slow the job down upfront.
- **3 habits that keep job sites clean**
  - Cleanliness is planned, not accidental.
- **4 habits that make paint last longer**
  - None of them involve rushing.

## 32. Can we be honest about X?

*Template: Can we be honest about [topic]?*

- **Can we be honest about cheap painting quotes?**  
– They're cheap because something is missing.
- **Can we be honest about why paint fails?**  
– It's rarely the paint itself.
- **Can we be honest about homeowner mistrust?**  
– It comes from hidden shortcuts.

### 33. The best X I ever did

**Template:** *The best [thing] I ever [did/made]*

- **The best change we made to our painting process**  
– Slowing down prep to speed up longevity.
- **The best upgrade homeowners make before selling**  
– Exterior repaint done correctly.
- **The best way to protect a Texas home exterior**  
– Seal it before damage spreads.

### 34. I finally figured out how to X

**Template:** *I finally figured out how to [get result]. Here's how.*

- **I finally figured out how to make paint last in Texas**  
– Prep for heat, moisture, and movement.
- **I finally figured out how to keep job sites clean**  
– Treat every home like it's occupied—because it is.
- **I finally figured out how to remove homeowner stress**  
– Clear expectations and clean execution.

### 35. How to 10X your X

**Template:** *How to 10X your [result]*

- **How to 10X the lifespan of your paint job**  
– Fix the surface, don't mask it.
- **How to 10X curb appeal without remodeling**  
– A quality exterior repaint does more than people realize.
- **How to 10X protection with proper prep**  
– Prep multiplies every coat that follows.

### 36. Here's how you're finally going to X this year

**Template:** *Here's how you're finally going to [get result] this year*

- **Here's how you'll finally stop repainting every few years**
  - Address the root cause once.
- **Here's how you'll finally trust your painter**
  - Demand transparency in process.
- **Here's how you'll finally protect your home**
  - Treat paint as a system, not a shortcut.

## 37. Ways to get more X in less time

**Template:** *[Number] ways you can get more [result] in [time]*

- **3 ways to get better paint results in less time**
  - Planning beats rushing.
- **3 ways to reduce repainting costs**
  - Durability saves money long-term.
- **3 ways to improve durability fast**
  - Fix adhesion, moisture, and prep.

## 38. Why is no one talking about X?

**Template:** *Why is no one talking about [topic]?*

- **Why is no one talking about prep quality?**
  - Because it's invisible once the job is done.
- **Why is no one talking about paint protection?**
  - Most focus on looks, not longevity.
- **Why is no one talking about why jobs fail?**
  - Failure isn't good marketing.

## 39. Stop wasting time doing X

**Template:** *Stop wasting time doing [behavior]*

- **Stop wasting time repainting over bad surfaces**
  - You're sealing in the damage.
- **Stop wasting time chasing cheap quotes**
  - They rarely save money.
- **Stop wasting time fixing avoidable issues**
  - Prevention is cheaper than repair.

## 40. What's the best way to X? Let me show you.

**Template:** *What's the best way to [get result]? Let me show you.*

- **What's the best way to repaint a home in Texas? Let me show you.**
  - Start with prep, not paint.
- **What's the best way to compare painters? Let me show you.**
  - Compare systems, not totals.
- **What's the best way to protect your exterior? Let me show you.**
  - Seal before damage spreads.

## 41. Here's what happened when I tried X

**Template:** *Here's what happened when I [tried something relevant]*

- **Here's what happened when prep was skipped**
  - The paint failed early.
- **Here's what happened when quality materials were used**
  - The job aged better.
- **Here's what happened when homeowners trusted the process**
  - Fewer surprises, better outcomes.

## 42. Your X isn't working — here's why

**Template:** *Your [thing] isn't working — here's why*

- **Your paint job isn't lasting — here's why**
  - The surface wasn't properly prepared.
- **Your exterior keeps peeling — here's why**
  - Moisture was never addressed.
- **Your quotes don't match — here's why**
  - Scope differences hide inside the details.

## 43. Mistakes you're still making with X

**Template:** *[Number] mistakes you're still making with [topic]*

- **3 mistakes homeowners make when repainting**
  - Rushing, skipping prep, chasing price.
- **1 crucial mistake people make hiring painters**
  - Not asking about process.
- **3 mistakes that cause early paint failure**
  - Hint: All of them happen before painting starts.

## 44. Bizarre myths people still believe about X

**Template:** *[Number] bizarre myths people still believe about [topic]*

- **3 bizarre painting myths homeowners believe**
  - Paint fixes everything—it doesn't.
- **4 myths about exterior paint durability**
  - Paint isn't invincible.
- **3 myths about “quick paint jobs”**
  - Fast rarely means durable.

## 45. Smart people are getting results — here's how

*Template: Smart [person type] are [getting result]. Here's how.*

- **Smart homeowners are avoiding repainting — here's how**
  - They invest in prep.
- **Smart sellers are boosting curb appeal — here's how**
  - Clean, professional finishes.
- **Smart buyers are protecting their investment — here's how**
  - Preventive painting beats repair.

## 46. How to X the easy way

*Template: How to [get result] the easy way*

- **How to protect your home the easy way**
  - Fix small issues early.
- **How to repaint without stress**
  - Clear scope and communication.
- **How to avoid paint failure the easy way**
  - Don't skip prep.

## 47. This is really embarrassing...

*Template: This is really embarrassing, but...*

- **This is embarrassing, but most paint jobs fail from prep**
  - Not from bad paint.
- **This is embarrassing, but cheap paint isn't the problem**
  - Skipped steps are.
- **This is embarrassing, but rushing causes more damage**
  - Speed kills durability.

## 48. Steal my X strategy

*Template: Steal my [topic] strategy*

- **Steal our prep-first painting checklist**
  - It prevents 90% of failures.
- **Steal our clean jobsite system**
  - Clean work builds trust.
- **Steal our painter vetting process**
  - Process reveals quality.

## 49. I can't believe I didn't know this sooner

**Template:** *I can't believe I didn't know this sooner about...*

- **I can't believe I didn't know this about paint failure**
  - It starts underneath.
- **I can't believe I didn't know this about prep**
  - Prep does the heavy lifting.
- **I can't believe I didn't know this about comparing quotes**
  - Price hides shortcuts.