

Repeatable Video Styles for Richard's Painting

1. Pro Painter Tip

One clear tip. Calm explanation. Jobsite B-roll.

Example:

Hook (camera on painter):

"Most homeowners don't realize this until it's too late..."

Tip:

"Paint doesn't fail because of the paint — it fails because of poor prep. If the surface isn't cleaned, sanded, and primed properly, the best paint in the world won't stick."

Proof:

Cut to sanding + priming B-roll.

Close:

"That's why prep always comes before paint."

2. Myth vs Reality

Common belief → professional correction

Example:

Split screen: peeling paint vs fresh exterior.

"Myth: All painters use the same process.

Reality: In Texas heat, skipping proper prep causes paint to peel like this within a year. This home was prepped, primed, and sealed properly — and that's why it'll last."

3. Before / After Breakdown

Result + explanation

Example:

Hook (before shot):

"This house didn't need a new color — it needed a better process."

Show after.

Breakdown:

"The difference wasn't the paint. It was fixing failing areas, sealing exposed wood, and applying the right coating for Texas sun."

4. Job Walkthrough (POV)

“Come with me” format

Example:

POV walking into job site.

“Come with me to a professional paint job.

First thing we do isn't paint — it's protect the home. Floors covered, furniture wrapped, and surfaces prepped before anything else happens.”

5. What Happens Before We Paint

Prep-focused education

Example:

Hook:

“Painting actually starts days before the first coat goes on.”

Show prep steps.

“Cleaning, sanding, repairing, and priming — this is the part most people never see, but it's the reason paint lasts.”

6. Painter Explains a Failure

Why paint failed

Example:

Hook (pointing to peeling paint):

“This didn't happen because of bad luck.”

Explanation:

“This surface wasn't cleaned or primed. In Texas humidity, paint will fail fast if you skip these steps.”

7. What We Look For First

Inspection checklist style

Example:

Hook:

“Before we ever quote a paint job, here's what we look for first.”

Checklist on screen:

- Peeling
- Cracks

- Moisture damage

“That tells us what prep is actually needed.”

8. Homeowner Story (Short)

Obstacle → decision → win

Example:

Hook:

“They almost didn’t hire a painter because of a bad past experience.”

Story (voiceover):

“They were worried about mess, damage, and shortcuts. Once they saw the process and prep, the stress turned into relief.”

9. Detail Check Close-Up

Craftsmanship proof

Example:

Hook (macro shot of trim):

“This is where most paint jobs give themselves away.”

Show clean edges.

“Straight lines and clean finishes only happen when prep and patience are done right.”

10. Day on the Job

Arrival → cleanup

Example:

Hook:

“A professional paint job doesn’t look chaotic — it looks like this.”

Quick cuts:

- Arrival
- Prep
- Paint
- Cleanup

11. Texas Weather Tip

Local authority

Example:

Hook:

“Texas sun is brutal on paint — here’s why.”

Explain UV damage + heat.

“That’s why exterior paint here needs more than just a fresh coat.”

12. Quote Comparison Education

Why estimates vary

Example:

Hook:

“If you’ve gotten three painting quotes, you’ve probably wondered why they’re so different.”

Explain prep + materials differences.

“It’s not about price — it’s about what’s included.”

13. Clean Jobsite Proof

Visual reassurance

Example:

Hook:

“This is what homeowners worry about most.”

Show covered floors and clean space.

“And this is how we protect your home while we work.”

14. Fixing a Bad Paint Job

Authority through correction

Example:

Hook:

“We were called after this paint job failed in under a year.”

Show problem.

“This is what should have been done the first time.”

15. Final Walkthrough Reaction

Emotional proof

Example:

Hook:

“This moment matters.”

Show homeowner seeing finished space.

“Final walkthroughs aren’t about rushing — they’re about making sure everything’s right.”

16. Painter Answers FAQs

One question per video

Example:

Hook:

“Homeowners ask us this all the time...”

Question:

“How long should a paint job last?”

Answer with Texas context.

17. What We Don’t Do

Soft differentiation

Example:

Hook:

“Here’s something we don’t do — and why.”

“We don’t paint over failing surfaces. That’s how homeowners end up repainting again in two years.”

18. When to Repaint

Timing education

Example:

Hook:

“If your paint looks like this, don’t wait.”

Show early damage.

“Catching this early saves money.”

19. Tools & Materials Explained

Why quality matters

Example:

Hook:

“Not all paint products are created equal.”

Show materials.

“That’s why we use X for durability in Texas weather.”

20. “Start Here” Education

Onboarding new followers

Example:

Hook:

“New here? Start with this.”

“If you’re thinking about painting your home, here’s what you should expect from a professional painter.”

The Core Pattern to Remember

Every one of these videos:

1. **Calls out homeowner fear**
2. **Normalizes it**
3. **Educates calmly**
4. **Shows proof**