

Your best customer already wrote *your next month of videos.*

The Best-Customer Interview: 5 questions to ask, exactly how to ask them, and how to turn every answer into a video that brings in calls. One 15-minute phone call, a month of content.

5

questions, word for word

12

posts planned from the
answers

3

numbers to track every
week

You know your work. *Your customers know why they picked you.*

Most home service pages say the same four things: licensed and insured, free estimates, family owned, best prices. Every competitor in your area says them too, so none of it helps someone choose you.

Your best customers remember something else: a specific moment. The tech who showed them the problem before charging anything. The text answered at 11 PM. The crew that cleaned up better than they found it. Those moments are exactly what your next customer needs to hear, and you can't make them up. You have to ask.

WHAT YOU POST VS. WHAT THEY ACTUALLY SAY (EXAMPLES)

"Licensed & insured since 1998."

"He showed me the dirty filter before he charged me a dime."

"24/7 emergency service."

"He put on shoe covers and still answered my text at 11 PM."

"Free estimates."

"They sent me photos from my roof so I didn't have to climb up."

BY THE END OF THIS GUIDE YOU'LL HAVE

5 real answers in your customer's own words → 5 hooks → a 4-week posting plan → a script shape you can fill in 10 minutes → 3 numbers that tell you what to do more of.

Pick the right person, *then make it easy to say yes.*

Who to ask

One customer from the last 6 months who was happy, and ideally one who referred someone, booked you again, or left a review. Best of all: the kind of job you want more of. Interview a water-heater customer if you want more water heaters.

How to ask (copy this text)

Hey [Name], it's [you] from [company]. Quick favor: I'm working on how we explain what we do, and you're one of my favorite customers. Could I ask you 5 quick questions? 10 minutes on the phone, whenever works for you.

On the call

- ☐ Ask if you can record it (phone on speaker, voice memo running). If not, write their words down exactly, not your summary.
- ☐ Don't lead them. Ask the question, then stay quiet. The best line usually comes after a pause.
- ☐ After every answer, ask "what else?" once. The second answer is often the real one.
- ☐ Never put a customer's name, face or address online without asking them first. Their words can be used as "one of our customers" with their OK.

TIME

15 minutes for the call, **10 minutes** to pull out the lines. That's the whole research step most businesses skip.

Ask these word for word.

1

"What was going on when you called us?"

- WHY IT MATTERS** It's the moment they knew they needed help. Someone out there is in that exact moment right now.
- LISTEN FOR** The trigger: the AC died in a heatwave, a leak at night, a bad first contractor, a home sale coming up.
- EXAMPLE ANSWER** *"The AC quit on the hottest day of the year and my mom was staying with us."*
- IT BECOMES** **If your AC just quit in a heatwave, do these 3 things before you call anyone.** · how-to · brings in new people

2

"What did you almost do instead?"

- WHY IT MATTERS** It tells you who you're really competing with: a cheaper quote, a DIY video, waiting it out.
- LISTEN FOR** The fear behind the other option: price, being upsold, a contractor who never showed up.
- EXAMPLE ANSWER** *"I almost went with the guy who was \$400 cheaper."*
- IT BECOMES** **Why the cheapest quote usually costs more.** · myth vs. truth · brings in new people

3

"What would you miss most if we stopped?"

- WHY IT MATTERS** That's what they're actually paying you for, and it's rarely the thing on your truck. (One-time job? Ask: "What would you have missed if you'd hired someone else?")
- LISTEN FOR** Feelings, not features: "not having to think about it", "I trust them in my house".
- EXAMPLE ANSWER** *"Honestly, not having to babysit anyone. They just handle it."*
- IT BECOMES** **What you're really paying for when you hire a good plumber.** · behind the scenes · builds trust

4

"How would you describe us to a friend?"

WHY IT MATTERS	Their exact words will sell better than anything you write. This is your next caption.
LISTEN FOR	Short, repeatable phrases. Write them down word for word.
EXAMPLE ANSWER	<i>"They're the ones who actually explain what they're doing."</i>
IT BECOMES	"They actually explain what they're doing." Here's what that looks like on a job. · a real job, filmed · builds trust

5

"What surprised you about working with us?"

WHY IT MATTERS	The surprise is the part nobody in your industry is showing. It's what makes you different.
LISTEN FOR	Small things: photos sent, shoe covers, a text when they're 10 minutes away, cleanup.
EXAMPLE ANSWER	<i>"They sent me photos from my roof so I didn't have to climb up."</i>
IT BECOMES	What a good roofer sends you that a bad one never will. · show the proof · brings in calls

THE RULE BEHIND ALL FIVE

A hook should be about the person watching, not about you. Your customer's words tell you what that person is feeling right before they call. Start the video there.

5 answers → 12 posts.

Every post gets one job. Some bring new people in, some build trust, some get the call. A month needs all three, in that order, every week.

New people

Trust

Calls

WEEK	POST 1	POST 2	POST 3
1	New people Answer 1 as a how-to	Trust Answer 4 as a quote on a real job photo	Calls "Is this happening to you? Text us."
2	New people Answer 2: myth vs. truth	Trust A job from start to finish, 30 s	Trust Answer 3: what they really pay for
3	New people Answer 5: the surprise, shown	Trust Your crew, by name, at work	Calls A seasonal offer or "book before..."
4	New people Part 2 of week 1–3's best video	Trust Answer 4 again, new customer	Calls "Here's how booking works, 3 steps."

KEEP IT DOABLE

3 posts a week, every week, beats 10 one week and nothing for a month. Batch-film on one day: most of these are 15–40 seconds on a phone, on a real job.

Four parts. *Every time.*

- | | |
|----------------------|---|
| 1 · HOOK | First 2 seconds. Say it, show it and put it on screen at the same time, and make it about the viewer. Show the problem or the result in the very first frame, not your logo. |
| 2 · POINT | One idea only. Say it the way you'd explain it to a customer standing in their driveway. |
| 3 · PROOF | Their words, a before/after, a photo, a real number. Something they can see, not just hear. |
| 4 · NEXT STEP | Match it to the post's job: new people → "follow for part 2". Trust → "save this". Calls → "text us", "DM me", "book at the link". Never end a video without one. |

EXAMPLE, BUILT FROM ANSWER 1 (HVAC, ~25 SECONDS)

- | | |
|------------------|---|
| Hook | "If your AC just quit in a heatwave, do these 3 things before you call anyone." (<i>on screen: AC QUIT? DO THIS FIRST · you standing at the outdoor unit</i>) |
| Point | "One, check the breaker. Two, check the thermostat batteries. Three, look at the filter. If it's this dirty, that's your problem." |
| Proof | Hold up a real dirty filter next to a clean one. |
| Next step | "Still not cooling? Text us, we'll tell you over the phone if it's worth a visit." |

DELIVERY

Say each line in one breath, no long pauses. Film where the work happens. Change what's on screen every 1–3 seconds (a new angle, a close-up, a word on screen).

Likes are the least important *number you have.*

Every week, open Instagram Insights on each post and write down three numbers. It takes 5 minutes and tells you exactly what to make more of.

1

Non-followers reached

Are new people seeing it? If it's mostly followers, change the hook or the topic.

2

How long they watched

If most leave in the first 3 seconds, the hook is the problem, not you.

3

Messages & calls

The only number that pays you. Ask every new caller where they found you.

YOUR WEEKLY SCOREBOARD

POST	JOB	NON-FOLLOWERS %	AVG. WATCH TIME	MESSAGES / CALLS	DO NEXT

THE DOUBLE-DOWN RULE

When a video gets about 2× your usual views, make a part 2 within a week. Same topic, new answer. That's how one good interview keeps paying for months.

Do this *this week*.

- ☐ Pick one happy customer from the last 6 months.
- ☐ Send the text on page 3.
- ☐ Ask the 5 questions, record or write their exact words.
- ☐ Turn each answer into one hook.
- ☐ Fill in the 4-week plan (3 posts a week).
- ☐ Script the first 3 with the four parts.
- ☐ Film all 3 on one job day.
- ☐ Next Sunday: write down the 3 numbers for each post.

Want us to run this for you?

We do the customer interviews, build your calendar, write every script, send a shot list with a sketch of every shot, and track the numbers every week so each month gets better than the last. You keep running the jobs.

Book a free call at sdmgrowth.com

Or DM **AUDIT** to @rafa_viveros on Instagram and I'll tell you what I'd fix first.