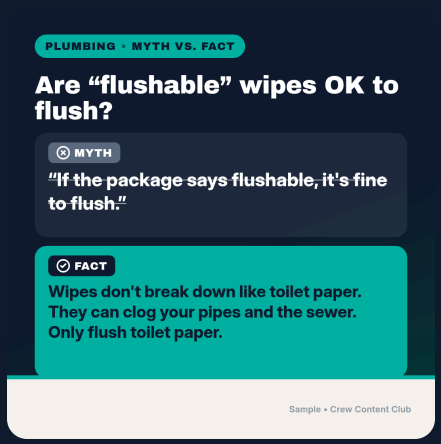
CREW CONTENT CLUB

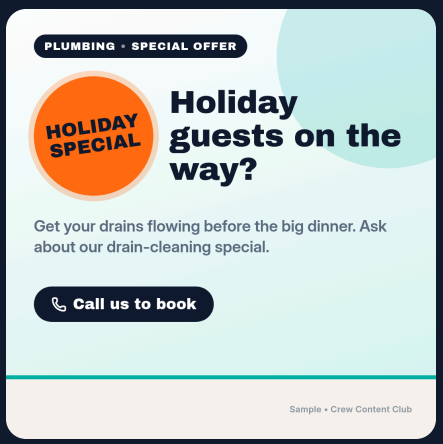
Free Sample Pack

10 ready-to-post social posts for local service pros

HVAC · Plumbing · Roofing · Electrical. Real graphics, captions and hashtags, exactly like you'd get each month.







Ready-to-post content for local pros.

What you get every month

- **30 posts per trade, per month**, planned around your season
- **Finished graphics**, sized for Facebook & Instagram, with nothing to edit
- **Captions & hashtags** written for homeowners, ready to copy and paste
- **Seasonal tips** that are safe for homeowners and checked against public sources
- **Review-request & promo posts** to bring in reviews and booked jobs
- A **posting calendar** (spreadsheet) so you always know what goes out when

Pricing

Ready-to-Post

$79/mo

The full monthly kit. Post the images as-is; add your name and phone in the captions.

Branded

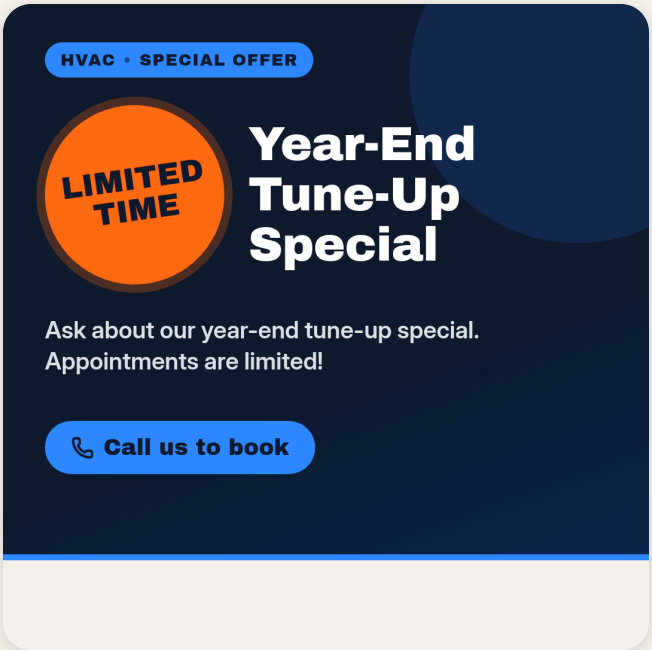
$197/mo

Everything in Ready-to-Post, plus your logo, name and phone on all 30 posts with captions filled in, 4 short videos, 4 Google Business Profile posts, your monthly promo done, and a review kit.

Founding price: **$49/mo** on the Ready-to-Post kit (normally $79) for our first 20 customers.

$79 vs. $197: same post, two ways

Example only. "Example Air Co." is a made-up company.



$79 Ready-to-Post: clean graphic, ready to post. Your details go in the caption.



$197 Branded: your logo, name, phone and offer right on the graphic.

The 10 sample posts



POST 1 · HVAC · EDUCATIONAL

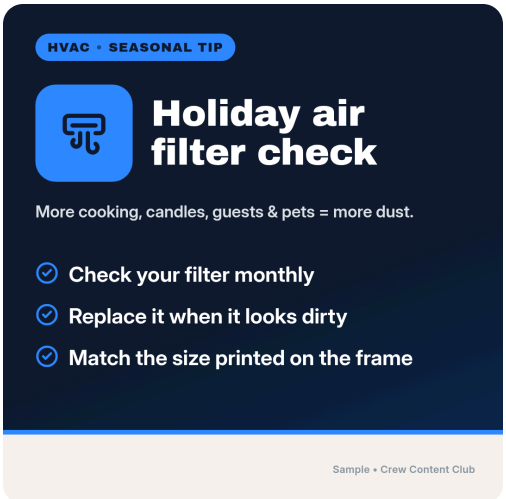
What do AUX & EM HEAT mean?

Seeing "AUX" or "EM HEAT" on your thermostat? Here's the simple version:

🔹 AUX (auxiliary) heat: your heat pump is getting a little help from its backup heat. It's common on chilly mornings or during a defrost cycle.

🔹 EM (emergency) heat: only the backup heat runs. It's meant for when the heat pump itself can't run. Backup heat costs more to run, so keep your thermostat on regular HEAT. If AUX seems to run all the time, or your home isn't warming up, call [YOUR COMPANY] at [PHONE].

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #HeatPump #Thermostat #EmergencyHeat #AuxHeat #HVACTips #WinterReady #HomeOwnerTips



POST 2 · HVAC · TIP

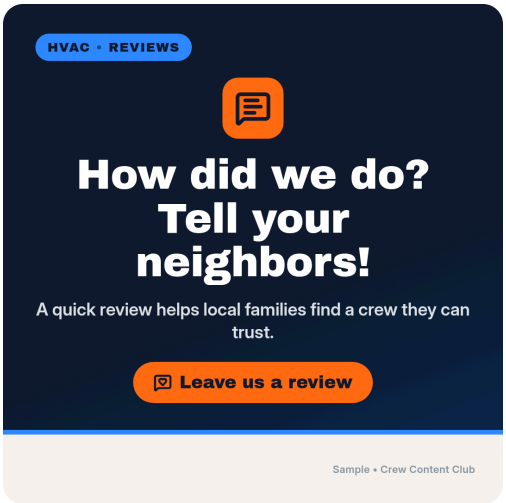
Holiday air filter check

Holiday cooking, candles, guests and pets all add up to more dust in the air. 🎄 Your air filter catches a lot of it, right up until it's clogged. Slide it out and take a look once a month. If it's gray and dusty, replace it with the same size (it's printed on the frame). Pro tip: write today's date on the new filter so you know when you changed it. Not sure where your filter is? Ask [YOUR COMPANY] at [PHONE].

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #AirFilter #IndoorAirQuality #HolidayHome #HVACTips #HomeMaintenance #HomeLife #CleanAir

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts



POST 3 · HVAC · REVIEW REQUEST

How did we do? Tell your neighbors!

Did our crew work with you this year? We'd love to hear how we did. Reviews help your neighbors find a local HVAC team they can trust, and we read every one. Just tap the link and share a sentence or two about your experience, whatever it was. Leave your review here: [REVIEW LINK]. Thank you for supporting a local business! — The [YOUR COMPANY] team

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #Reviews #SupportLocal #ShopLocal #HonestReviews #CustomerFeedback #LocalBusiness #SmallBusiness



POST 4 · PLUMBING · TIP

Cold snap? Protect your pipes.

Freezing temps on the way? ❄️ A few minutes now can save you a big mess later. Disconnect and drain your garden hoses, and cover any pipes or hose bibs that are exposed outside. Take a minute to find your main water shutoff valve and make sure everyone in the house knows where it is. If a pipe ever bursts, shut off the water right away and give us a call. Questions about protecting your pipes this winter? Call [YOUR COMPANY] at [PHONE].

#Plumbing #Plumber #[YourCity]Plumber #FrozenPipes #WinterReady #ColdSnap #HomeMaintenance #Homeowners #PlumbingTips #HomeOwnerTips

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts



POST 5 · PLUMBING · MYTH-BUSTER

Are “flushable” wipes OK to flush?

Myth: if the package says “flushable,” it's safe to flush. 🚽 Fact: wipes don't break down the way toilet paper does. They can snag in your pipes, back up your drains and clog sewer systems. The EPA encourages everyone to flush only toilet paper. Toss wipes, paper towels and other products in the trash instead, even if the label says flushable. Already dealing with a slow drain or a toilet that keeps clogging? Call [YOUR COMPANY] at [PHONE] and we'll take a look.

#Plumbing #Plumber #[YourCity]Plumber #MythBusters #FlushableWipes #CloggedDrain #PlumbingTips #Homeowners #HomeMaintenance #OnlyFlushTP



POST 6 · PLUMBING · PROMO

Holiday guests on the way?

Big holiday meal coming up? 🦃 Extra guests mean extra dishes, showers and flushes, and that's when a slow drain turns into a real problem. Get ahead of it with our holiday drain-cleaning special: [OFFER]. Book by [DATE]. Kitchen tip: never pour grease or cooking oil down the drain. Let it cool, then toss it in the trash. Call [YOUR COMPANY] at [PHONE] to book before the holidays fill up our schedule!

#Plumbing #Plumber #[YourCity]Plumber #DrainCleaning #HolidayPrep #HolidaySpecial #KitchenTips #Homeowners #ShopLocal #LocalBusiness

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts



POST 7 · ROOFING · TIP

After a storm, check your roof from the ground

After a big storm, it's smart to take a quick look at your roof, from the ground. 🏠 Please don't climb up there yourself. Walk around your home and look for missing or lifted shingles, sagging gutters or debris piled in the valleys. Inside, check ceilings and the attic (if it's safe to get to) for new stains or drips. Spot something? Snap a photo from the ground and call [YOUR COMPANY] at [PHONE]. We'll handle the climbing.

#Roofing #Roofer #[YourCity]Roofing #StormDamage #RoofInspection #Homeowners #HomeMaintenance #SafetyFirst #RoofingTips #HomeOwnerTips



POST 8 · ROOFING · ENGAGEMENT

What's on your roof?

Quick poll for our neighbors: what's on your roof? 👇 Comment SHINGLES or SOMETHING ELSE, and tell us what it is if you know! Every roof type has its own strengths and its own care needs, and it's good to know what you've got before you need a repair. Not sure what's up there or how old it is? [YOUR COMPANY] can take a look and walk you through it. Call [PHONE] anytime.

#Roofing #Roofer #[YourCity]Roofing #ThisOrThat #RoofTypes #Homeowners #HomeImprovement #CurbAppeal #RoofingTips #LocalBusiness

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts



POST 9 · ELECTRICAL · TIP

Decorating with lights? Do it safely.

Time to deck the halls! 🎄 Before you plug in, check every string of lights. NFPA recommends replacing any set with worn or broken cords or loose bulb connections. Use lights rated for outdoor use outside, hang them with clips instead of nails, and turn them off before you head to bed or leave the house. Tripping breakers or outlets that feel warm? Don't open the panel. Call [YOUR COMPANY] at [PHONE] and let a licensed electrician take a look.

#Electrician #Electrical #[YourCity]Electrician #HolidayLights #HolidaySafety #ElectricalSafety #FireSafety #Homeowners #SafetyFirst #ChristmasLights



POST 10 · ELECTRICAL · HOLIDAY

Happy holidays from our crew to yours

Happy holidays from all of us at [YOUR COMPANY]! ✨ Thank you for trusting our crew with your home this year. Whether you're hosting a houseful, traveling to see family or keeping it quiet and cozy, we hope your season is merry, bright and safe. We're taking a little time to celebrate with our own families too, but if you need us, we're just a call away at [PHONE].

#Electrician #Electrical #[YourCity]Electrician #HappyHolidays #SeasonsGreetings #FromOurFamilyToYours #ThankYou #LocalBusiness #SupportLocal #HolidaySeason

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

CREW
CONTENT
CLUB

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crewcontentclub.com/contractors

$79/mo Ready-to-Post · $197/mo Branded
Founding price: $49/mo on the Ready-to-Post kit (normally $79) for our first 20 customers.

Crew Content Club · Ready-to-post content for local pros.