

FOR BUILDERS, REMODELERS, GCS, AND DESIGNERS

Turn a Finished Project into Your Best Sales Tool

A room photo catches attention. A useful project story helps the next customer picture hiring you. Gather these details while the job is still fresh.

Show real work

Use this before moving to the next step.

Explain the choices

Use this before moving to the next step.

Get permission

Use this before moving to the next step.

Tell the story behind the photos

Write rough notes. You can polish the sentences later.

WHAT WAS THE CUSTOMER TRYING TO CHANGE?

WHAT WORK DID WE ACTUALLY DO?

WHAT CHALLENGE DID WE SOLVE?

WHICH CHOICES MADE THE BIGGEST DIFFERENCE?

WHAT CHANGED FOR THE CUSTOMER?

WHAT SHOULD A SIMILAR CUSTOMER KNOW BEFORE STARTING?

Get a useful mix of photos

Plan for context, detail, and a clear before-and-after comparison.

- ☐ One wide finished view that explains the whole space.
- ☐ Two or three details that show materials, finish, and craftsmanship.
- ☐ Before photos from similar angles, when available.
- ☐ Work-in-progress photos that explain an important decision.
- ☐ A short caption for each image: what should a homeowner notice?
- ☐ Written approval from the customer and rights to use the photographer's images.
- ☐ Confirm what can be named: customer, town, street, and project cost.
- ☐ Remove house numbers, faces, private documents, and precise location details unless approved.
- ☐ Describe only your actual role and credit other contributors as agreed.

Make it useful to the next customer

Example: Kitchen remodel for a family who needed more room to cook together.

<div>PLAIN-LANGUAGE PROJECT HEADLINE</div> <div></div>	<div>SERVICE PAGE THIS STORY SHOULD LINK TO</div> <div></div>
<div>PHOTO CREDITS AND PERMISSION RECORD</div> <div></div>	<div>CUSTOMER QUOTE APPROVED FOR PUBLICATION</div> <div></div>
<div>CALL TO ACTION FOR A SIMILAR PROJECT</div> <div></div>	<div>WHERE ELSE TO SHARE IT: GOOGLE PROFILE, EMAIL, SOCIAL</div> <div></div>