Customer Question Video Kit

Film useful answers to real customer questions on your phone.

Start with one real task. Use the guide, then work from a copy of the editable files. All worked examples are made up.

Inside this kit

- Short and longer script structures
- Three complete service-business examples
- Phone filming, shot list, captions, and editor handoff

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Answer one real question on your phone

Make a short video that helps a customer know what to do next. Pick one real question. Give a clear answer, then show what you mean. Your phone is enough to start.

This kit gives you a short script, a longer version, three full examples, a phone filming plan, and a handoff brief. Use the worksheets as often as you like. All example businesses and scenes are made up. Replace example claims with facts you can stand behind.

Pick a question worth a video

Look at the last few calls or quotes. Choose a question people ask before they book: What should I move? What happens at the first visit? Can you give a price from a photo? A useful video reduces doubt or saves a repeat call.

Skip a question that needs a customer's private history, a visit to find the fault, or unsafe how-to steps. You can explain how to book a check. Don't tell a stranger to open live equipment or judge a hazard from a clip.

Write the exact question at the top of your worksheet. Then finish this line: "After this video, the customer will know ___." If you need "and" three times, split it into more than one video.

Your first video in one short session

1. Fill in the question, answer, two supporting facts, and next step.
2. Read the short script aloud with a timer. Aim for 30-60 seconds. Try 75-120 words, then check your own speaking time.
3. Put your phone at eye height. Find a quiet place and soft light.
4. Record a ten-second test. Watch it with headphones before filming the full take.
5. Record the answer twice. Pause between lines instead of rushing.
6. Film three short support shots. Check for private details.
7. Cut the pauses, add checked captions, and watch the final video on a phone.

Use the camera and edit tools you already have. No software or paid account is included. Get permission before you film or post a customer's home or job.

The 30-60 second script structure

0-5 seconds: the question

Say it the way a customer asks it. "Do I need to move my furniture before you paint?" Put that same question on screen in a few words. Avoid a long logo intro.

5-20 seconds: the clear answer

Give the answer first. If it depends on the job, say what it depends on. "Please clear small items. We'll agree on the large pieces during the quote." Use only your own confirmed process.

20-45 seconds: show two useful details

Show a clear space, a sample, or a step in your process. Explain what the viewer is seeing. A wide shot can show access. A close shot can show the item you mean. Do not act out risky work for a better shot.

45-60 seconds: a limit and a next step

Name the boundary. "The job plan will say who moves each large piece." Then give one next step: send a question, book a visit, or check the written quote. Do not promise a price, finish date, or result you cannot confirm.

A longer answer: about two to three minutes

Use this when a choice needs more context. Do not stretch a short answer just to make a longer video.

- Opening, 0-15 seconds: name the question and give the short answer.
- What changes the answer, 15-45 seconds: explain two or three job factors in plain words.
- Walkthrough, 45-105 seconds: show the steps a customer will see. Keep unsafe trade work out of the lesson.
- One common mix-up, 105-135 seconds: explain what people often assume and how to check.
- Close, 135-180 seconds: recap the limit and one next step.

Use the long-script worksheet. Read with a timer and remove repeated points. Show the actual object or process when you can. If you have no useful picture, a calm face-to-camera answer is better than random stock footage.

Full example 1: a house painter

Question and goal

"What should I move before you paint a room?" The viewer should know how to prepare without assuming the crew will move everything.

Short spoken script

What should you move before we paint a room? Start with small and breakable things. Clear shelves, take down wall art, and move your own keepsakes. Please don't drag a heavy piece on your own just for us. We'll agree on the large furniture when we quote the job. The written job plan will say what you move and what we move. If something is fixed in place or hard to shift, tell us before the visit. A quick photo can help us talk it through. Check your job plan, then ask us about anything that isn't clear.

Picture plan

Open on the painter in a tidy demo room. Show an empty shelf, a framed picture being lifted safely, and the room plan on a blank sample sheet. End on the painter. Do not show a customer's family photo or address. Do not film moving heavy furniture to prove a point.

Longer spoken script

What should you move before we paint a room? The short answer is: clear your small items, then check the job plan for the large pieces.

Start with things that matter to you. Put away keepsakes, breakable items, loose papers, and anything on shelves in the work area. Take down wall art if that is part of your agreed prep. Keep those items in a room outside the work area so they don't need to be moved twice.

Large furniture needs a separate plan. A wide sofa, a tall cabinet, or a piece fixed to the wall may change the space we have to work in. Tell us about it during the quote. Please don't risk a strain by dragging it on your own. We'll agree on who moves what and put that in the job plan.

This empty shelf is a useful example. It gives us access without putting your own things in the work area. This sample plan lists the room and the prep we agreed. Your plan may be different, so use the one for your job.

One common mix-up is thinking "room prep included" means every item will be moved. That phrase can mean different things. Ask us to spell out the large pieces, wall fixtures, and anything you want left alone. If you are unsure about one item, send a photo before the visit.

Clear the small things you can safely move and tell us about the hard-to-move pieces. Check your written plan. If a task isn't clear, ask before the work starts.

Full example 2: a lawn care business

Question and goal

"Can you quote my yard from a photo?" The viewer should know what a photo can show and when a visit is needed.

Short spoken script

Can we quote your yard from a photo? A clear photo can help us see the type of work you want. But one photo may miss the size, slope, access, or what needs to be hauled away. Send a wide view, a close view of the work area, and a note about the job. Tell us about gates or steps too. We may still need a visit before we can give a firm quote. Don't go into an unsafe spot to take a picture. Send what you can safely show, and we'll tell you what we need next.

Picture plan

Show a wide demo yard shot, a closer view of a leaf pile, and an empty gate from inside the property. Put "Wide view / Close view / Access" on screen. Do not show house numbers, license plates, or a neighbor's yard. Keep the phone operator away from moving machines.

Longer spoken script

Can we quote your yard from a photo? Sometimes a photo gives us enough to talk about the work. It does not always give us enough for a firm quote.

Three things help. First, a wide view shows the work area. Second, a close view shows the task, such as a leaf pile or a bed that needs clearing. Third, a short note tells us what you want done and what you want left alone. Please name the work in your own words. You do not need to know a trade term.

Access matters too. A narrow gate, steps, a slope, or a long walk from the road can change how a job is done. A photo may hide those things. Tell us about them even if they aren't in the picture. If hauling is part of the work, say what needs to leave the site. We will confirm what is included in the quote.

Here is a wide view of a demo yard. Now here is a close view of the pile. Each shows a different part of the same task. Neither one tells us the full size on its own. That is why we may ask for another detail or arrange a visit.

One common mix-up is treating an early ballpark figure as a final price. Ask whether the number is an estimate or a firm quote, and check the written scope. Don't assume that an unseen area or extra hauling is covered.

Take photos only from a place you can reach safely. You do not need to climb, cross a slope, or step near a running machine for us. Send the views you can get, tell us about access, and describe the work. We'll let you know if a visit is the next step.

Full example 3: a house cleaning business

Question and goal

"What is the difference between a regular clean and a deep clean?" The viewer should know to compare the task list, not assume that a label includes everything.

Short spoken script

What's the difference between a regular clean and a deep clean? For us, a regular clean follows the repeat task list we agree with you. A deep clean has its own written list for areas that need more time or detail. The name alone doesn't tell you what's included. Ask about inside appliances, high spots, and any marks you're worried about. Some tasks may need a separate quote or may not be a service we offer. Tell us your top concern, and we'll help you choose a list before you book.

Picture plan

Use a demo counter, an empty shelf, and two blank sample checklists labeled Regular and Deep. Show hands pointing to task rows. Avoid dirty-home shame, private papers, medicine bottles, or a client's face. Use only cleaning methods and products your business has approved.

Longer spoken script

What's the difference between a regular clean and a deep clean? The best way to tell is to compare the tasks. The name on its own is not enough.

For us, a regular clean follows a repeat list we agree with you. That list helps both of us know what will be done on each visit. A deep clean has a separate list for work that needs more time or detail. We agree on

that list before you book.

Here are two blank sample checklists. One is for repeat work. The other has room for extra tasks. They are examples, so don't read them as a promise about your own home. Your quote should name the rooms and tasks for your visit.

Think about the things that matter most to you. Is it a kitchen area, a hard-to-reach shelf, or an appliance? Tell us. Ask whether that task is included, needs its own price, or falls outside our service. Access, the condition of the area, and the type of surface may also change what can be done. We need the right details before we promise a result.

A common mix-up is thinking "deep" means every possible task. It does not. Inside appliances, high areas, and marks on a surface need a clear discussion. Some marks may not come out with cleaning. We won't promise that without checking.

Before you choose a visit, send us your top concern and ask for the task list. Compare that list with what you need. If something is missing, ask about it before booking. A clear list helps you pick the right service and helps our crew know the work you expect.

Film with the phone you have

Set the scene

Clean the lens. Charge the phone and check storage. Put it on a steady support at eye height. Stand facing a window or soft light, with the light behind the phone. Avoid a bright window behind your head. Leave a little space above your head and keep the background simple.

If your camera has the choice, start with 1080p at 30 frames per second. You don't need 4K for this first test. Use the normal 1x view and move the phone to frame the shot. Check that the camera has focused on your face before you start. If someone is helping, use the back camera. If you're alone, the front camera lets you check the frame.

Pick vertical for a short social video or horizontal for a wide website answer. If you need both, record a separate take in each shape. Keep your face and key objects near the center so a later crop has room. Do not count on a crop to save a badly framed shot.

Check sound before looks

Turn off nearby noise where you can do so safely. Do not disable required work alarms or safety systems. Keep the phone close enough to hear your voice. Put it in Do Not Disturb if needed. Record ten seconds, then listen with headphones. If words are hard to hear, move to a quieter spot and test again.

Record small pieces

Look at the lens. Say one thought, pause, then say the next. Record two takes of the full answer and one clean ending. Leave two quiet seconds before and after each take. Do not read so fast that the answer stops sounding like you. A small stumble can be cut; unclear advice needs a new take.

A practical shot list

- Main take A: full answer, steady phone, clean sound.

- Main take B: same words in a more relaxed tone.
- Wide shot: show where the work or item sits, 6-10 seconds.
- Detail shot: show one useful object or sample, 6-10 seconds.
- Process shot: a safe, approved part of the work, 6-10 seconds.
- Ending: one next step spoken to the lens.

Hold support shots still. Do not wave the phone around or zoom while speaking. Shoot customer sites only with the needed permission. Check mirrors, labels, mail, badges, screens, and vehicle plates before you leave.

A full short-video cut plan

Try this with the lawn care script above. These times are rough marks for a 50-second edit. Time your own take first. Move the cuts to fit your speech; don't speed up your voice to hit a mark.

0-4 seconds: ask the question

Show your face. Say, "Can we quote your yard from a photo?" Put "Can you quote from a photo?" on screen. Start with the voice, without a logo intro.

4-13 seconds: explain the limit

Keep the full voice from the script. Cut the picture to the wide yard shot as you say a photo can help. As you name size, slope, and access, show the yard and gate. A caption can read "A photo may miss size or access."

13-28 seconds: show what to send

Use the wide shot, then the close view of the leaf pile. Let each shot sit long enough to see it. Say the lines about a wide view, a close view, and a note about the job. Show the gate as you mention gates or steps. Use the short labels "Wide view," "Close view," and "Gates or steps."

28-37 seconds: say when you need a visit

Return to your face for, "We may still need a visit before we can give a firm quote." Keep that whole line. Don't cut it to make the offer sound easier.

37-50 seconds: finish with one next step

Keep the script's safe-photo advice and last line. End on your face or a still wide view. Put "Send the views you can take safely" on screen. Check that the spoken next step matches how your business takes requests.

Save this as a review copy. Watch once with sound and once without. A viewer should know what photos to send, why a visit may still be needed, and how to reach you. The editable version is in short-video-cut-plan.md.

Caption and edit brief

Open on the question and the answer. Cut long starts, repeated words, and dead space. Keep the meaning and every important limit. Place short captions away from the bottom edge and any app controls. Use large plain type with strong contrast. Watch the edit with sound off, then listen without looking. Both should make sense.

Check names, service terms, numbers, and "not" by hand. One missed "not" can reverse advice. Use support shots only when they show what the voice means. Skip loud music; speech must stay clear. Do not add a fake before-and-after, a price badge, a deadline, or a result claim for effect.

Hand footage to an editor

Use the footage-handoff.md file. Name clips by purpose, such as question-main-A.mp4 and gate-wide.mp4. Send originals, not clips that have been sent through a chat app and shrunk. Include the approved script, names to spell correctly, chosen shape, desired length, and where the video will be used. Mark private or unused clips clearly. Give the editor the exact end line and limits they must keep.

Ask for a review copy before posting. An MP4 file at 1080p is a useful starting point if your editor offers it. Use the same tall or wide shape you chose when filming. Check captions, facts, privacy, music rights, and picture quality. Keep the original clips and approved final. Approve the edit before you decide where to post it.

Fix common problems

The answer runs over a minute

Keep the answer, two useful details, and the next step. Move the rest into the longer video. Do not speed up the voice to cram it in.

You freeze on camera

Put three cue words beside the lens. Say each part in your own words. Or record the voice first and show approved support shots. Do not use a made-up customer story to make the clip feel natural.

The footage is dark or noisy

Refilm the main answer in a quieter, brighter place. Captions help access; they do not repair sound people cannot follow. A new 45-second take is often faster than a heavy edit.

You have no job footage

Use a safe demo space, a sample checklist, or your face. Label a demo if someone might mistake it for a customer job. Never use a staged result as proof of past work.

One-question short script

Question customers actually ask:

Where it came from (call / quote / visit):

After watching, the customer will know:

Confirmed business facts I may use:

Claims I must not make:

0-5 seconds: question

Spoken line:

On-screen question:

5-20 seconds: answer first

Spoken line:

20-45 seconds: two useful details

Detail one and matching shot:

Detail two and matching shot:

45-60 seconds: limit and next step

Limit that must stay in the edit:

One next step:

Time and check

Words / timed read:

Actual read time:

Facts checked by:

Filming permission and footage rights checked:

Final approved spoken script:

Longer answer worksheet

Question:

Reason this needs more than a minute:

Target use and shape:

0-15 seconds

Short answer first:

15-45 seconds

Two or three things that change the answer:

45-105 seconds

Walkthrough a customer can safely see:

Matching shots:

105-135 seconds

Common mix-up and how to check:

135-180 seconds

Recap, limit, one next step:

Read-aloud time:

Repeated points to cut:

Facts and permissions checked by:

Final script:

Footage handoff and edit brief

Video question:

Approved script file and version:

Business name and exact spelling:

Where it will be used:

Shape: vertical / horizontal / separate versions

Target length:

End line to use exactly:

Limits and facts the edit must keep:

Captions: large plain type, strong contrast, leave room for app controls

Words, names, and numbers to check by hand:

Music: none / approved file and license

Footage rights and client/location permissions:

Private details to remove:

Review-copy recipient and due date (only if agreed):

Posting approval owner:

Clip log

Filename | What it shows | Best take or time range | Sound usable? | Rights cleared? | Use / hold

question-main-A.mp4 | Full answer | | | |

question-main-B.mp4 | Second take | | | |

work-wide.mp4 | Wide view | | | |

work-detail.mp4 | Useful detail | | | |

work-process.mp4 | Safe approved step | | | |

question-ending.mp4 | One next step | | | |

Review before posting

Question answered early:

All facts and important limits kept:

Captions checked against speech, including negatives:

No private details in mirrors, screens, papers, or plates:

Speech clear on a phone:

Silent watch makes sense:

Links and next step checked:

Final export watched in full:

Edit approval:

Separate posting approval: