Grow That Local

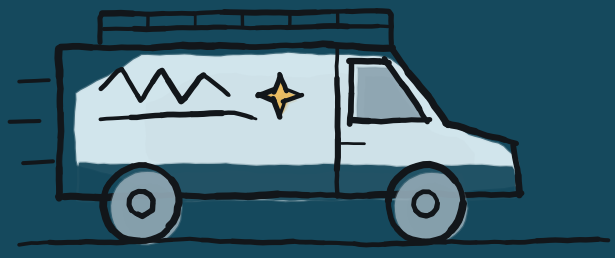
a free guide

52 weeks of painting posts

One ready post a week for a whole year, set to the painting seasons: cabinets and interiors in the cold, the first outside weeks, summer exteriors, the last dry days and holiday rooms.

For owners stuck for something to share each week.

- 12 short sections in 5 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Contents

Before you start: how this pack works 3

Part 1 **Winter** 4

1 January 4
2 February 4

Part 2 **Spring** 6

3 March 6
4 April 6
5 May 7

Part 3 **Summer** 8

6 June 8
7 July 8
8 August 9

Part 4 **Fall** 10

9 September 10
10 October 10
11 November 11

Part 5 **Year end** 12

12 December 12

Your first 24 hours, in one list 13

Where to go next 14

If you'd rather hand it off 15

Sources 16

GTL estimates 16

Before you start

Most weeks, the hard part of posting isn't the posting. It's deciding what to say with a crew already on a ladder. This pack decides for you: 52 painting posts, one a week, in the order the painting year runs, from kitchen cabinets in January to the first outside weeks, summer exteriors, the last dry days of fall and holiday rooms.

Each month has a short line on what's happening in painting right then, then that month's posts. Every post has a label that says what kind it is, the words to copy, and the photo to put with it. Most months have four posts. March, May, August and November have five, so the year comes to 52.

The mix keeps your page from reading like an ad: job photos, before-and-afters, tips for homeowners, your crew, reviews, season reminders and local posts. They work on Facebook, Instagram and your Google Business Profile.

Fill in the brackets: [business], [town], [neighborhood], [phone], [your name], [first name], plus a few like [color], [number] or [month] that only you know. Name the real paint color in every post you can. People search for colors.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every post is a made-up example to show the idea. None of them describe a real customer, home or result.

Four checks before anything goes up:

- **Real photos and true colors, with the owner's OK.** Google wants profile photos that "represent reality," with no big edits or heavy filters (Google Business Profile Help, support.google.com). For a painter that matters twice: a filter changes the color. Name the neighborhood, never the street or house number.
- **On Google, take the phone number out.** Google may remove posts with unverified contact information, phone numbers included, and suggests adding a "Call now" button instead (Google Business Profile Help, support.google.com). Delete [phone] and add the button. Keep it on Facebook and Instagram.
- **Change a few words every time.** Nextdoor counts "unoriginal/templated content with no personalization" as spam (Nextdoor Help, help.nextdoor.com). Add one real detail: the color, the age of the house, what the prep turned up.
- **Reviews only with the customer's OK.** Quote their words exactly, with their first name or initial only.

These are posts for your own pages and groups. If you text one to customers instead, text only people who've agreed to hear from you, say who it's from, and stop when anyone replies STOP (FCC, fcc.gov).



Part 1

Winter

1 January

This month. Inside season. Cabinets, ceilings and whole rooms fill the calendar while it's too cold to paint outside in much of the country.
Week 1, job photo: "Cabinet doors lined up in our shop this week, a [neighborhood] kitchen's worth. Cleaned, sanded, primed, and the first coat of [color] going on. They go back on the hinges next week."
Photo: cabinet doors on drying racks in the shop.
Week 2, tip: "Write the paint color name and brand on the back of a switch plate in each room. Next time you need a touch-up, or the next owner does, the answer is right there."
Photo: the back of a switch plate with a color name written on it.
Week 3, team: "Meet [name], who's been painting with [business] for [number] years. Best at: cut lines you can check with a ruler. Favorite color this year: [their answer]."
Photo: [name] cutting in a ceiling line with a brush.
Week 4, review: "'[Their words, one or two lines].' Thank you, [first name]. Their kitchen cabinets in [town] went from [old color] to [color], with no tear-out and no new cabinets."
Photo: the finished kitchen, wide shot, no personal items.

Do it in 24 hours

- [ ] Take a shop photo of cabinet doors on your next cabinet job.
- [ ] Write the color on the back of a switch plate on every interior job this month.
- [ ] Put a "post" reminder in your phone for every Monday morning.

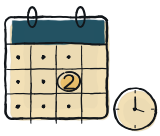
2 February

This month. Still inside season. Homeowners start thinking about colors for spring, and spring calendars fill from the first warm week.
Week 5, before and after: "A bathroom vanity in [town], before and after. Same wood, new [color] paint and new knobs. A weekend for us, and the bathroom looks a few years younger."
Photo: the vanity before and after, same angle.
Week 6, tip: "Choosing a color? Paint a big swatch on two walls and look at it in the morning, at noon and at night with the lights on. Colors change with the light more than people expect."
Photo: two large swatches on a wall, one in daylight and one in lamplight.
Week 7, local: "Thanks to the team at [local paint store] in [town] for mixing [number] gallons for us this month, and for knowing our usual order by heart."
Photo: paint cans on the store counter, labels facing away.
Week 8, season reminder: "Not sure what color your house should be this spring? Book a color visit now. We'll bring swatches, look at your roof, brick and trim, and narrow it to three choices. [phone]"

Photo: a fan deck of swatches held up against a house.

Do it in 24 hours

- [ ] Decide whether you'll offer a color visit and what it costs or includes.
- [ ] Take swatch photos at two times of day on your next interior job.
- [ ] Ask your best cabinet customer from last year for a review.



Part 2

Spring

3 March

This month. The first outside weeks are close. NOAA maps the average last spring freeze for towns across the country, and an average isn't a forecast (NOAA, ncei.noaa.gov). The paint can's label gives the lowest temperature it can go on at.

Week 9, tip: "Rub your hand on your siding. If it comes away with white or colored powder, the paint is chalking. That's a sign it's wearing out. Take a photo and send it to us for a free look."
Photo: a hand with chalky paint powder on the palm, siding behind.

Week 10, job photo: "Stairwell in [neighborhood] this week. The tallest wall in the house, and the hardest to reach. Ladders, planks and two coats of [color]. Done in [number] days."
Photo: the stairwell with a plank set up, mid-job.

Week 11, team: "Prep crew spotlight: [name] and [name] do the scraping, sanding and caulking before anyone opens a can. It's the part nobody sees and the reason paint lasts."
Photo: the two crew members scraping a window frame.

Week 12, local: "[Local event] is on [day]. Our booth will have one cabinet door painted [number] ways, so you can see flat, satin and gloss side by side in daylight."
Photo: a cabinet door painted in stripes of different sheens.

Week 13, season reminder: "Live in an HOA? Most need your new colors approved before work starts, and that can take a few weeks. Ask for the form now and we'll help you fill in the color names and codes."
Photo: an HOA color form on a clipboard with swatches clipped to it.

Do it in 24 hours

- [ ] Look up your town's average last spring freeze on NOAA's map.
- [ ] Check the low-temperature line on the labels of the exterior paints you use most.
- [ ] Ask the HOAs you've worked in for their color form, so week 13 has an answer ready.

4 April

This month. Outside work starts as the nights warm up. The first weeks bring spring rain, so schedules move with the forecast.

Week 14, tip: "Why does your painter watch the forecast so hard? Outside paint needs dry surfaces and temperatures above the label's limit while it dries, at night too. A cold night can ruin a good day's work."
Photo: a phone showing a week's forecast, held up in front of a house.

Week 15, job photo: "Day one on a [neighborhood] exterior. Before any paint: every loose flake scraped, bare wood sanded and primed, and gaps caulked. Two days of prep for three days of paint."
Photo: scraped and primed window trim, close up.

Week 16, review: "'[Their words].' Thank you, [first name]. Our first outside job of the spring in [town]. They said the crew left the yard cleaner than they found it."
Photo: a screenshot of the review with the last name cropped.
Week 17, before and after: "One door, a big difference. This [town] front door went from faded [old color] to [color]. Half a day, and it's the first thing anyone sees."
Photo: the front door before and after, house number covered.

Do it in 24 hours

- [ ] Post week 14 the first time weather moves a job, so customers understand why.
- [ ] Take a prep photo on your first exterior of the spring.
- [ ] Ask the owner of your next front door job if you can post it.

5 May

This month. Full exterior season starts. Older homes need extra care: a 2021 analysis cited by the EPA estimated that 30.9 million houses built before 1978 still have lead-based paint (EPA, epa.gov).
Week 18, job photo: "Second coat on a [neighborhood] exterior. Body in [color], trim in [color], door in [color]. Here's the crew working the shady side, following the sun around the house."
Photo: the crew on ladders on the shaded side of a house.
Week 19, tip: "House built before 1978? It may have lead paint under the newer layers. Before anyone sands or scrapes, ask if they're EPA lead-safe certified. We are, and we'll show you the paperwork."
Photo: plastic sheeting laid out under a window on an older house.
Week 20, team: "[name] runs our crew and does every walk-through before we call a job done. If [name] finds a spot, we fix it before you ever see it."
Photo: [name] with a flashlight checking a wall up close.
Week 21, before and after: "Shutters in [town], before and after. Faded and peeling, now [color]. We took them down, painted them flat on sawhorses and hung them back."
Photo: one shutter before and after, side by side.
Week 22, local: "Our crew's favorite front doors in [neighborhood] this spring: a [color], a [color] and a [color]. Which would you pick for yours?"
Photo: three front doors in a row, house numbers out of frame, owners' OK.

Do it in 24 hours

- [ ] Post week 19 only if your firm is EPA lead-safe certified. Keep a photo of the certificate on your phone.
- [ ] Ask your crew lead if they're happy to be in week 20.
- [ ] Take a photo of your lead-safe setup on your next older home.



Part 3

Summer

6 June

This month. Long days, heat and summer storms. Crews start early and work around the sun and the rain.
Week 23, team: "Rain day. No outside painting today, so the crew is doing interiors in [neighborhood] instead. Exterior customers, we've texted you a new date. Thanks for bearing with the weather."
Photo: the crew painting an interior room on a rainy day, wet window behind.
Week 24, tip: "Painting outside in summer? The sun matters as much as the heat. Paint drying too fast in direct sun can leave lap marks. That's why you'll see us on the shady side of your house."
Photo: a house with one side in shade and a ladder on that side.
Week 25, job photo: "Trim and gutters in [neighborhood]. The body color stayed, and new [color] trim makes the whole house look sharper. A two-day job."
Photo: freshly painted trim against the old body color.
Week 26, review: "'[Their words].' Thank you, [first name]. We moved their job twice for rain, and they told us they'd rather wait than have it peel."
Photo: a screenshot of the review with the last name cropped.

Do it in 24 hours

- [ ] Save week 23 on your phone for the next rain day.
- [ ] Text every exterior customer whose date moves, the same morning, if they've agreed to texts.
- [ ] Ask every finished summer customer for a review.

7 July

This month. The hottest weeks. Peak season for exteriors, decks and fences, and a good time to show how the crew works in the heat.
Week 27, local: "Thanks to [local diner] in [town] for the cold drinks on [day]. The crew finished a [neighborhood] exterior in [number]-degree heat and earned them."
Photo: the crew's cups on a tailgate.
Week 28, before and after: "A [neighborhood] garage door, before and after. Rust spots treated, primed and two coats of [color]. It's the biggest door on the house, so it changes the whole look."
Photo: the garage door before and after from the driveway.
Week 29, tip: "Keep a small jar of each paint we use, labeled with the room and color name. For a scuff in two years, a small brush and that jar beats a new gallon every time."
Photo: small labeled jars of paint on a shelf.
Week 30, team: "Hot week, early starts. Ladders go up at [time], so the sunny side is done before noon. Here's [name] at 6:30 this morning in [neighborhood]."

Photo: a crew member on a ladder at sunrise.

Do it in 24 hours

- [ ] Leave a labeled jar of each color at every finished job this month.
- [ ] Ask the owner of a garage door job if you can post it.
- [ ] Post week 30 the first hot week of the summer.

8 August

This month. Late summer exteriors. Home inspectors put exterior paint's life at about 7 to 10 years (InterNACHI, nachi.org), so the houses you painted years ago are coming due.
Week 31, job photo: "Wide shot of a finished [neighborhood] exterior: [color] body, [color] trim, [color] door. Four days from first scrape to final walk-through."
Photo: the finished house from across the street.
Week 32, tip: "When was your house last painted? Home inspectors put exterior paint at about 7 to 10 years. Peeling, chalky or cracked spots on the sunny side are the first sign it's time."
Photo: peeling paint on a south-facing wall, close up.
Week 33, review: "'[Their words].' Thank you, [first name]. We painted their house in [town] [number] years ago, and they called us back for the inside."
Photo: a screenshot of the review with the last name cropped.
Week 34, team: "Our newest painter, [name], spent the summer on prep with [crew lead]. This week: a first solo room in [neighborhood], and a ceiling line as straight as a ruler."
Photo: [name] with the crew lead in a finished room.
Week 35, before and after: "A [town] fence, before and after. Grey and splintered to [color], washed and stained. [number] feet of fence, and the backyard feels new."
Photo: a long fence section before and after.

Do it in 24 hours

- [ ] List customers whose exterior is 7 or more years old.
- [ ] Take one wide, across-the-street photo of your next finished exterior.
- [ ] Follow up every exterior estimate from the spring that went quiet.



Part 4

Fall

9 September

This month. The last good outside weeks in many places. NOAA maps the median first fall freeze date for towns across the country (NOAA, ncei.noaa.gov). Fall color makes for good finished-house photos.
Week 36, season reminder: "Cooler days and dry air make fall a good time to paint outside in [town], until the nights get cold. We have [number] exterior spots left before [month]. [phone]"
Photo: a finished house with fall color in the trees.
Week 37, job photo: "Window trim on a [neighborhood] colonial this week. [number] windows, each one scraped, primed, caulked and painted [color]. The slow part of every house."
Photo: a row of freshly painted window frames.
Week 38, local: "The maples on [street or park] in [town] are turning. Best color advice you'll get all year is free: notice which oranges and reds you like, and look for them in a swatch."
Photo: a street of turning maples in [town].
Week 39, review: "'[Their words].' Thank you, [first name]. Their [color] house in [neighborhood] looks even better with the maples turning."
Photo: their house with fall color, no house number showing.

Do it in 24 hours

- [ ] Look up your town's median first fall freeze and count your exterior spots before it.
- [ ] Take a finished-house photo with fall trees this month.
- [ ] Text past customers who asked about painting "next year," if they've agreed to texts.

10 October

This month. The last exteriors finish, and the calendar moves inside. Holiday rooms get booked now.
Week 40, job photo: "Our last exterior of the year in [neighborhood]. Finished two days before the first cold night. Here's the whole crew in front of it."
Photo: the crew in front of the finished house.
Week 41, tip: "New paint on your walls? Give it a few days before you hang pictures or push furniture back against it. It feels dry fast but takes longer to harden. Ask your painter how long for your paint."
Photo: framed pictures leaning against a freshly painted wall, waiting.
Week 42, team: "Last week on the crew for [name] until spring. [number] houses this season, and the steadiest hand on a ladder we've got. See you in April, [name]."
Photo: the crew with [name] in the middle.
Week 43, before and after: "A dark [old color] dining room in [town], now [color]. One weekend, two coats, furniture covered the whole time. Ready for the holidays."
Photo: the room before and after from the doorway.

Do it in 24 hours

- [ ] Take a crew photo at your last exterior of the year.
- [ ] Leave a short "after we leave" card with dry times on every interior job.
- [ ] Get your crew member's OK before you post week 42.

11 November

This month. Holiday interiors. Guest rooms, dining rooms and entryways get painted before family comes.

Week 44, job photo: "Guest room in [neighborhood], finished this week. [color] walls, white trim and a ceiling that finally matches. Ready before the family arrives."

Photo: the finished guest room, bed made, nothing personal on display.

Week 45, tip: "Getting rooms painted? Take pictures, shelves and curtains down the night before, and move small things to the middle of the room. We'll cover the rest and get started sooner."

Photo: a room with furniture pushed to the middle and covered.

Week 46, local: "Old half cans of paint in the garage? Many towns take them at a household hazardous waste day. [Town]'s next one is [date]. Check the city's page for what they accept."

Photo: a few old paint cans on a garage shelf, labels turned away.

Week 47, review: "'[Their words].' Thank you, [first name]. We painted their entry and stairwell in [town] the week before Thanksgiving."

Photo: a screenshot of the review with the last name cropped.

Week 48, team: "Our crew this year: [number] houses outside, [number] rooms inside, [number] kitchens of cabinets and [number] gallons of paint. Thank you, [town]."

Photo: the whole crew in front of the trucks.

Do it in 24 hours

- [ ] Post week 45 two weeks before your busiest holiday week.
- [ ] Look up your town's next household hazardous waste day for week 46.
- [ ] Count your season's numbers with your crew for week 48.



Part 5

Year end

12 December

This month. The quiet weeks. Ask for reviews now: in BrightLocal's 2026 survey, 74% of people look for reviews written in the last three months (BrightLocal, brightlocal.com). Plant January cabinet work.
Week 49, job photo: "Ceilings in [neighborhood] this week. Yellowed white to a clean flat white. You don't notice a ceiling until it's fresh, and then you can't stop noticing."
Photo: a ceiling half painted, with the line between old and new.
Week 50, review: "'[Their words].' Thank you, [first name]. If we painted for you this year, a review that names your color helps the next neighbor picture it: [review link]"
Photo: a screenshot of the review with the last name cropped.
Week 51, team: "The crew's year in color: most-painted color, [color]. Boldest front door, [color] in [neighborhood]. Most ladders on one house: [number]. Thanks for a good year, [town]."
Photo: the crew at the shop with a wall of paint swatches.
Week 52, season reminder: "Kitchen cabinets are our winter work. Most kitchens take about [number] days, and you keep using the kitchen for most of it. January dates are open now. [phone]"
Photo: a finished kitchen with freshly painted cabinets.

Do it in 24 hours

- [ ] Ask every customer from the last three months for a review.
- [ ] Fill in your year's colors and numbers for week 51 with the crew.
- [ ] Put a reminder on January 1 to open this pack at week 1.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Social media posts is $200 a month, with a 7-day full refund.

Social media posts: growthatlocal.com/services/social-media



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Open this month's section and post this week's painting post today.
- [ ] Put a "post" reminder in your phone for every Monday.
- [ ] Look up your town's average last spring freeze and median first fall freeze (sections 3 and 9).
- [ ] Keep a photo of your EPA lead-safe certificate on your phone (section 5).
- [ ] Ask one past customer for permission to share their review.



Where to go next

These posts work best with good photos. Our free Job-Site Photo Shot List gives you the 13 shots to take on every job. For holidays, our Holiday and Season Post Pack has a dated post for every one. And for the whole job of getting more painting work, read The Painter Marketing Playbook.



If you'd rather hand it off

Grow That Local writes and posts for painters every week, timed to the season and made from your real job photos. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Social media posts. Free sample: two weeks of posts, ready to go. Social media posts is $200 a month, with a 7-day full refund.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every season fact above, with where to check it. Each was checked on 2026-11-12:

1. NOAA National Centers for Environmental Information, "When to Expect Your Last Spring Freeze": average last spring freeze dates from the 1991 to 2020 US Climate Normals; averages are not forecasts. ncei.noaa.gov (section 3)
2. EPA, "Understanding EPA's Lead-Based Paint Dust Rule" fact sheet (October 2024): a 2021 analysis estimated 30.9 million pre-1978 houses still contain lead-based paint. epa.gov (section 5)
3. InterNACHI Standard Estimated Life Expectancy Chart: exterior paint about 7 to 10 years. nachi.org (section 8, week 32)
4. NOAA National Centers for Environmental Information, "When to Expect Your First Fall Freeze": median first fall freeze dates from the 1991 to 2020 US Climate Normals. ncei.noaa.gov (section 9)
5. BrightLocal Local Consumer Review Survey 2026: 74% of consumers look for reviews written in the last three months. brightlocal.com (section 12)

Rules cited (not statistics):

- EPA Lead Renovation, Repair and Painting Program: firms paid to disturb paint in pre-1978 homes must be EPA certified and follow lead-safe work practices. epa.gov (section 5, week 19)
- Google Business Profile Help, photo and video guidelines: photos should represent reality, without significant alterations or excessive filters. support.google.com (before you start)
- Google Business Profile Help, photos, videos and posts content policy: posts with unverified contact information, including phone numbers, may be removed; use a "Call now" button. support.google.com (before you start)
- Nextdoor Help, business posting guidelines: templated and repeated content counts as spam. help.nextdoor.com (before you start)
- FCC, Stop Unwanted Robocalls and Texts (consent, and stopping when asked): fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. One post a week is enough to keep a painting page looking open (before you start). Reasoning: it's a pace a busy owner can keep all year, and someone checking you out mostly looks at whether the last few posts are recent and real.
2. Name the color in every post you can (before you start). Reasoning: people choosing a color look up how it looks on a real house, and a post with the color name answers that.
3. The homeowner tips on the chalk test, swatches in different light, sun and lap marks, and waiting before you hang pictures (weeks 6, 9, 24 and 41) are common trade advice, not measured results. Reasoning: they're what painters tell customers every day; check the can or the maker's sheet for exact temperatures and dry times.
4. Post the HOA reminder in March (section 3, week 13). Reasoning: approvals can take weeks, and a job that waits on a form loses its spot on the spring calendar.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local