

BRIDGELINE

BOOKKEEPING SOLUTIONS

WEEKLY CONTENT PACK

Week of Monday, July 13, 2026

Your books. Handled. Your business. Growing.

WEEK OF
July 13, 2026

THEME
Which Jobs Are
Paying You Back?

STRATEGY FOCUS
Reach + Capture

EXECUTION TIME
About 3.5 of your 3–5
hours

This week's job: start job-profitability conversations with contractor owners, then send interested readers to the Job Costing Cheat Sheet and a clarity call. Every piece below is fully written in Marcus's voice. Post as-is, or swap in the bracketed details where noted.

POSTING SCHEDULE

Day	Platform	Piece	Time
Monday	LinkedIn	Anchor Piece: The Most Expensive Sound in the Trades	60 min to finalize + post
Tuesday	LinkedIn	Repurposed Post 1: Two Jobs, Same Invoice, Different Paychecks	20 min
Wednesday	Email List	Weekly Email: The Silence That Costs Contractors Money	40 min
Thursday	Facebook	Repurposed Post 2: Could You Answer This Without Guessing?	20 min
Friday	LinkedIn or Facebook	Graphic: The 5-Line Job Profit Check	50 min to generate + caption

PIECE 1 OF 5 — ANCHOR PIECE

The Most Expensive Sound in the Trades

STAGE TAG
REACH

PLATFORM
LinkedIn (or Blog)

FORMAT
Long-Form Post

COPY

"You're not broke. You're just blind."

I said that to a contractor after a conversation at the supply house. He did \$340K last year. Solid work, good crew, phone still ringing. But when I asked him which jobs actually made him money, he went quiet.

That silence is the most expensive sound in the trades.

Here's what most owners never get told: revenue is not profit, and busy is not the same as profitable. Two jobs can both feel like wins on the schedule. But once you pull out labor, materials, and a fair share of overhead, one of them might be feeding your business while the other one is quietly eating it.

That's the whole point of job costing. It answers one question, job by job: after everything this job cost me, what did it actually pay me?

Here's the simple version:

1. Start with the job's revenue.
2. Subtract direct labor, including your own hours. Your time is not free.
3. Subtract materials and subs.
4. Subtract a fair slice of overhead: truck, insurance, software, shop.
5. What's left is that job's real margin.

Run that on your last ten jobs and the patterns show up fast. Certain job types keep paying you back. Certain customers always turn into change-order headaches. Certain bids were priced for costs from two years ago.

You don't fix that with more jobs. You fix it with cleaner numbers.

The good news: this is fixable. Your books aren't a disaster; they're just behind. And books that are current can finally start telling you the truth.

CTA

DIRECT CTA

Want me to take a look? Book a call and I'll show you where your books are leaking.

HASHTAGS

HASHTAGS: #Contractors #Bookkeeping #JobCosting #TradeBusiness #CashFlow

VISUAL

IMAGE PROMPT (copy and paste into any AI image tool)

Create a Corporate Clean, trade-focused business visual for Bridgeline Bookkeeping Solutions.

Aesthetic direction: structured, professional, trust-forward, and built for contractor business owners. Use clean grids, strong hierarchy, crisp panels, dashboard-inspired details, simple financial charts, subtle trade cues, and confident spacing. The look should feel like practical financial clarity for plumbing, HVAC, and electrical contractors: sharp, useful, and not overly corporate.

Exact color application: use Navy #1B2A4A for primary backgrounds, headers, headline blocks, and authority moments; use Steel Gray #6E7B8B for secondary panels, dividers, icons, lines, and data structure; use Safety Orange #E8712D only for calls-to-action, key numbers, warning/highlight marks, and "look here" emphasis; use White #FFFFFF and Light Gray #F4F6F8 for clean backgrounds, table areas, and readability.

Typography style: use bold, clean sans-serif type with strong headline weight, clear title case or all-caps labels, simple numeric emphasis, and high readability. Keep text minimal, direct, and practical. Any wording should sound plainspoken, confident, educational, and conversational.

Composition rules: one clear focal point, strong left-to-right or top-to-bottom reading path, generous white space, tidy margins, no clutter, no crowded dashboards, and no more than 3–5 key content blocks. Use orange sparingly so it feels like a signal, not decoration. Favor practical visuals: checklists, profit snapshots, job-costing breakdowns, cash-flow leaks, before/after organization, and simple number-driven layouts.

Mood and lighting: confident, understood, organized, grounded, and clear. Lighting should be clean and neutral, with a professional business feel rather than glossy luxury or playful illustration.

Never include: no clip art, no cartoon tradespeople, no fake testimonials, no unrealistic income claims, no messy layouts, no neon colors outside the palette, no watermarks, no irrelevant office stock imagery, no tiny unreadable text, and no logos not provided.

SUBJECT OF THIS IMAGE: A clean profit snapshot panel comparing two jobs side by side. Both show the same revenue at the top; below, labor, materials, and overhead lines reveal one job with a healthy margin highlighted in Safety Orange and one job with a thin, nearly invisible margin. Headline text at top: "Same Invoice. Different Paycheck."

PIECE 2 OF 5 — REPURPOSED POST 1

Two Jobs. Same Invoice. Different Paychecks.

STAGE TAG
CAPTURE

PLATFORM
LinkedIn

FORMAT
Short Written Post

COPY

Two jobs. Same invoice total. Very different paychecks.

Job A: priced right, labor stayed tight, materials came in on budget. It paid you back.

Job B: two extra site visits, a change order that never got billed, materials that ran past the bid. You paid for the privilege of doing that work.

Here's the problem: if your books can't tell you which job is which, your bids can't either. You'll keep pricing next month's work off last year's guesses.

I put together a Job Costing Cheat Sheet that walks you through the numbers one line at a time: revenue, labor, materials, overhead, margin. Fill it in on your last few jobs and you'll see exactly where the money went.

CTA

LEAD MAGNET CTA

Grab the Job Costing Cheat Sheet and start seeing which jobs are actually paying you back. Link in the comments.

HASHTAGS

HASHTAGS: #JobCosting #Contractors #HVAC #Plumbing #Electricians

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SUBJECT OF THIS IMAGE: A simple two-column checklist panel titled “Job A vs. Job B” with five line items each (revenue, labor, materials, overhead, margin). Job A's margin row glows Safety Orange as the focal point; Job B's margin row sits near zero in Steel Gray. Small footer text: “Know the difference before you bid the next one.”

PIECE 3 OF 5 — WEEKLY EMAIL

The Silence That Costs Contractors Money

STAGE TAG
TRUST

PLATFORM
Email List

FORMAT
Weekly Email

SUBJECT LINE

The most expensive sound in the trades

PREVIEW TEXT

It's not a busted compressor. It's the silence after one simple question.

EMAIL BODY

Hey [FIRST NAME],

Quick story from this week.

I was talking with a contractor who did \$340K last year. Good operator. Busy calendar. When I asked him which jobs actually made him money, he went quiet.

That silence costs owners real money, because every decision downstream of it is a guess: what to bid, which work to chase, whether the business can afford a hire, why the account feels tight in a month that looked busy.

Here's the one lesson for this week: revenue tells you how much work you did. Margin tells you whether the work was worth doing. And you can only see margin when the books are current and every job carries its own labor, materials, and share of overhead.

Try this before Friday: pick your last three completed jobs. For each one, write down what you invoiced, what you paid in labor (count your own hours), what materials and subs ran, and a rough slice of overhead. The job with the smallest number left over is teaching you something about your pricing.

If the numbers surprise you, that's normal. It doesn't mean the business is broken. It means the books have been too quiet, and quiet books can be fixed.

Talk soon,

Marcus

CTA

SOFTER CTA

If you're not sure what your numbers are telling you, book a call. I'll help you find the leak.

HASHTAGS

None. Hashtags are not used in email.

VISUAL

No image required for this email. If your email platform uses a header image, reuse the Piece 1 visual.

PIECE 4 OF 5 — REPURPOSED POST 2

Could You Answer This Without Guessing?

STAGE TAG	PLATFORM	FORMAT
ACTIVATE	Facebook	Short Written Post

COPY

Quick question for the contractors out there: if I asked you right now which of your last five jobs made you the most money, could you answer without guessing?

Most owners can't. Not because they're bad at business. Because the books are late, and late books can't help you make decisions.

Here's the fix, and it's simpler than you think: get your jobs costed monthly instead of once a year at tax time. Know your labor, materials, and overhead per job before you bid the next one. That's it. That one habit changes how you price, how you schedule, and how you sleep.

You're not broke. The books are just quiet. Let's make them talk.

CTA

SOFTER CTA

If you're not sure what your numbers are telling you, book a call. I'll help you find the leak.

HASHTAGS

HASHTAGS: #SmallBusiness #Contractors #Bookkeeping #TradesLife #KnowYourNumbers

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SUBJECT OF THIS IMAGE: A bold single-question panel on a Navy background with the headline “Which of your last 5 jobs made you the most money?” in white, and a Safety Orange sub-line reading “If you’re guessing, that’s the leak.” Include a subtle steel-gray outline of a clipboard and pencil as a trade cue.

PIECE 5 OF 5 — WEEKLY GRAPHIC

The 5-Line Job Profit Check

STAGE TAG
CAPTURE

PLATFORM
LinkedIn or Facebook

FORMAT
**Branded Checklist Graphic +
Caption**

ON-GRAPHIC TEXT (BUILD THESE 5 LINES INTO THE VISUAL)

6. Line 1: What the job invoiced.
7. Line 2: What labor cost, including your own hours.
8. Line 3: What materials and subs ran.
9. Line 4: The job's fair share of overhead.
10. Line 5: What's left. That's the truth.

CAPTION COPY

Five lines. That's all it takes to find out whether a job paid you or you paid it.

Run this check on your last three jobs this weekend. If line 5 surprises you, your bids are due for a tune-up, and that's fixable.

Want the full worksheet version with categories already built in? The Job Costing Cheat Sheet walks you through it line by line.

CTA

LEAD MAGNET CTA

Grab the Job Costing Cheat Sheet and start seeing which jobs are actually paying you back.

HASHTAGS

HASHTAGS: #JobCosting #ContractorLife #Bookkeeping #ProfitFirst #TradeBusiness

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SUBJECT OF THIS IMAGE: A vertical checklist graphic titled “The 5-Line Job Profit Check” with five numbered rows: invoice total, labor, materials and subs, overhead share, and what's left. Rows 1–4 use Navy and Steel Gray; row 5 is highlighted in Safety Orange with a checkmark. Footer strip in Navy with white text: “Bridgeline Bookkeeping Solutions · Your books. Handled.”

HOW THIS WEEK FEEDS THE 90-DAY GOAL

The goal is 6 new monthly retainer clients in 90 days, and this week does its part in a specific order. Monday's anchor piece builds visibility and authority with contractor owners and referral partners (Reach). Tuesday and Friday both push the Job Costing Cheat Sheet so attention turns into contacts you can follow up with (Capture). Wednesday's email deepens trust with everyone already on the list (Trust). Thursday's Facebook post invites warm readers to book a call (Activate).

Two execution notes for the week:

- When someone downloads the cheat sheet, tag them in the CRM under “job costing” so follow-up emails stay relevant.
- When a post gets a comment from a contractor or a referral partner (CPA, lender, coach), reply within the day and move the conversation toward a clarity call where it fits. Comments are the warmest leads this system produces.

PRIMARY CTA FOR EVERYTHING THIS WEEK

“Want me to take a look? Book a call and I'll show you where your books are leaking.”
Adapt it naturally to each platform.