

THE FREE JOBS PLAYBOOK

10 Free Ways to Get More Jobs Before Spending Another Dollar on Marketing

A slow schedule does not always mean you need more leads.

You may already have open estimates, past customers, nearby homeowners, and referral partners who could create your next job. Use this playbook to create a quick win. Pick two or three strategies, take action this week, and track the conversations they produce.

1 Follow Up on Open Estimates

Silence does not always mean no. Homeowners get busy, forget, or delay making a decision.

Pull every estimate from the past 30 to 90 days that does not have a clear answer and send:

COPY & SEND

Hi {{contact.first_name}}, I was just looking at our schedule and we still have some availability coming up if you're looking to move forward with your project. Are you ready to get it on the schedule?

DO THIS TODAY Message five open estimates.

2 Respond to New Leads Faster

Homeowners often contact several contractors. The first company to respond usually gets the first opportunity.

Use an automatic missed-call text:

COPY & SEND

Hi, this is [Your Name] with [Company]. Thanks for giving us a call! Right now I am onsite helping another customer. I will give you a call right back when we wrap. In the meantime, how can I help you?

DO THIS TODAY Set up missed-call text-back and aim to return calls within 15 minutes.

3 Improve Your Google Business Profile

Your profile helps homeowners understand what you do and helps Google decide whether your company is relevant to their search.

Make sure your primary category matches your main service. Complete your services, hours, description, and service area. Add recent photos of your team, trucks, projects, and finished work.

Consistent service information, reviews, photos, and updates strengthen the relevancy side of local Google rankings.

DO THIS TODAY Upload ten project photos and review your primary category.

4 Ask Happy Customers for Reviews

A strong review can help sell the next job before you answer the phone.

Ask when the homeowner is happiest and send them your direct review link:

COPY & SEND

Thank you again for trusting us with your project. We would love to help more great homeowners like you. Would you be willing to share your experience in a quick Google review? It really helps other homeowners feel confident choosing us.

DO THIS TODAY Ask three happy customers.

5 Ask for Referrals

Do not wait and hope referrals happen.

Make the request personal:

COPY & SEND



If I had five clients like you on the schedule every month, I would be one happy guy. Do you know anyone who could use our help?

You are not pressuring them. You are letting them know you enjoyed working with them and would value an introduction.

DO THIS TODAY Ask your last three customers.

6 Reactivate Past Customers

Past customers already know and trust you. Reach out with a seasonal reason to reconnect.

COPY & SEND



Hi {{contact.first_name}}, it's [Name] from [Company]. We've still got a few openings we're hoping to fill before [season or upcoming service]. We'd love to spend that time helping more homeowners like you who take pride in their home and appreciate quality work. 😊 Does anyone come to mind who might appreciate our help with [services]?

Adjust the message for your season and services.

DO THIS TODAY Contact ten past customers.

7 Connect With Realtors and Property Managers

Realtors and property managers often need dependable contractors quickly.

Start with the agents and management companies already working in your service area. Listing signs, recent sales, and local rental companies show you who they are.

They handle inspection findings, tenant turnovers, and repair deadlines they do not control. A contractor who answers the phone solves a real problem for them.

Do not lead by asking for referrals. Lead by offering help:

COPY & SEND



I know your clients sometimes need a reliable contractor quickly. I would love to be a resource when that happens. Even if they only need advice or a second opinion, feel free to call me.

Then respond quickly, communicate well, and take care of anyone they send.

DO THIS TODAY Introduce yourself to five local professionals.

8 Build Contractor Partnerships

Other contractors are already working with the homeowners you want to reach.

Build relationships with companies that offer complementary services. Roofers, painters, plumbers, electricians, landscapers, remodelers, restoration companies, and other trades regularly find work they do not perform.

If you are not a general contractor, local general contractors are a great place to start. Your rate may be lower than your direct-to-homeowner price because they are consistently feeding you work you would normally pay to acquire.

COPY & SEND



Hi [Name], I know we work with many of the same homeowners. I would love to learn more about your business and see whether there are opportunities for us to refer work back and forth.

DO THIS TODAY Reach out to five contractor partners.

9

Use Local Facebook Groups

When a homeowner asks for recommendations, keep your response short and focused on them:

COPY & SEND



We would love the opportunity to provide an estimate and see if we are a good fit for your goals. I just sent you a message.

Here is the cheat code: create a group of five happy customers who are comfortable recommending you. When a relevant post appears, send them the direct link and let them share their honest experience.

If their recommendation helps you land the job, send them a coffee gift card as a thank-you.

DO THIS TODAY Identify your five best customer advocates.

10

Use the STAR Pattern

Every project gives you a warm reason to meet the five closest neighbors.

Knock on their doors, introduce yourself, hand them a business card, and let them know you are their contact during the project.

COPY & SEND



Hi, my name is [Name] with [Company]. We are helping your neighbor with their [project]. I wanted to introduce myself and give you my card. If anything comes up during the project or there is anything we can help with, please reach out to me directly.

You are not cold calling. You have a legitimate reason to start the conversation.

DO THIS TODAY Create five warm conversations at your next job.

WORKSHEET

Your Quick-Win Plan

Choose three actions:

TODAY

PERSON RESPONSIBLE

THIS WEEK

CONVERSATIONS CREATED

These are the exact strategies and messages we run for our clients today. Some of these steps are the reason those clients are million dollar companies.

BUILD YOUR GROWTH STRATEGY

Promotive helps home service businesses identify their best opportunities and create a clear strategy around their market, team, sales process, and growth goals.

Book your free Growth Gameplan



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