

 **HANDYMAN MARKETING PROS**

HANDYMAN MARKETING PLAYBOOK

A simple, step-by-step system to get more (and better)
handyman jobs, consistently.

"Bad lead flow is stressful. This Playbook is designed to fix that."



Jason Call

Founder

"We built HMP because handyman businesses deserve marketing that actually understands their world."



Coby McManaman

Licensed Contractor & Senior
Strategist

"Most marketing companies have never swung a hammer. I ran my own contracting business and trusted HMP with my marketing. Now I'm here to help you get the same results."

handymanmarketingpros.com

Read This First.

This Playbook is built for action. We're not going deep on theory or marketing philosophy. The goal here is simple: give you a clear plan you can start applying today to get more calls, more jobs, and better clients.

We've worked with hundreds of handyman businesses since 2017. We've seen what works and what doesn't. This is the distilled version of everything we've learned.

FAIR WARNING

If you follow these steps consistently, your biggest problem will eventually shift from "not enough leads" to "I need to hire." That's a good problem to have.

How to Use This Playbook

1. **Start with the fundamentals.** These are the non-negotiables. Skip them and nothing else works right.
2. **Score yourself honestly** with the Self-Scorecard. Know where you stand before you start building.
3. **Follow the 90-Day Plan in order.** It's sequenced intentionally. Don't skip ahead.
4. **Use the Tactics section** as your reference guide for executing each strategy.

"We started Handyman Marketing Pros because we saw handyman business owners getting taken advantage of by generic marketing agencies. This industry is different. Your marketing should be too." —
Jason Call, Founder

Want us to look at your specific situation? We'll tell you exactly where to focus.

[Free Strategy Call →](#)

SECTION 1: 100% NECESSARY FUNDAMENTALS

Before you think about Facebook ads, SEO, or any advanced strategy, you need these in place. Think of them as your foundation. Everything else gets built on top. If the foundation is shaky, it all falls apart.

HMP CLIENT

Honest Lee Handyman grew from \$74K to \$600K+ in revenue.

It started with getting the fundamentals right.

1



You Need a Logo

This doesn't need to be complicated or expensive. But you do need one. It goes on your truck, your website, your business cards, your invoices. It's how people recognize and remember you.

Quick options to get one:

- **Free/DIY:** Canva (surprisingly good templates) or AI logo generators
- **Budget:** Fiverr (\$50 to \$150 for a solid logo)
- **Premium:** 99Designs (crowdsourced, starts around \$300)



PRO TIP

Get your logo files in PNG (transparent background) and SVG formats. You'll need both for different uses. Make sure it looks good small (like on a business card) and large (like on a truck wrap).

2



Google Business Profile (GBP)

This might be the single most important free tool available to you. Over 50% of "handyman near me" searches go straight to Google Maps results. If you're not showing up there, you're invisible to half your potential customers.

Your GBP checklist:

- Claim and verify your listing (Google will mail you a postcard or call)
- Fill out every single field. Every one.
- Add 20+ high-quality photos of your work
- Choose accurate service categories
- Write a keyword-rich business description
- Post updates weekly (project photos work great)
- Respond to every review, good or bad

A Website That Actually Sells Your Business

Having a website isn't enough. You need a website that makes people want to call you. That means it needs to do four things well:



SEO Optimized

Shows up when people search for handyman services in your area. Uses the right keywords, has location pages, loads fast.



Conversion Optimized

Turns visitors into phone calls and form submissions. Clear calls to action, phone number visible, easy to navigate.



Mobile Responsive

Over 70% of your visitors are on their phone. If your site doesn't look great on mobile, you're losing most of your traffic.



Fast Loading

If it takes more than 3 seconds to load, people leave. Compress your images, use good hosting, keep it clean.

Conversion Elements Your Website Needs:

- Phone number in the header (click-to-call on mobile)
- Contact form above the fold on every page
- Google reviews displayed prominently
- Before/after project photos
- Clear list of services with individual pages
- Trust badges (licensed, insured, BBB, etc.)
- A real photo of you (people hire people, not logos)

HMP CLIENT

NW Moss Removal: 75% of their \$750K revenue comes from their website and SEO.

Your website is not a brochure. It's your best salesperson.



PRO TIP

Your website should look better than your competitors'. Pull up the top 5 handyman websites in your area right now. If yours doesn't stand out, it's time for an upgrade.

Need a website that actually converts? We build them specifically for handyman businesses.

[Free Strategy Call →](#)

4

Business Cards and Flyers

Old school? Sure. Still effective? Absolutely. You should always have something physical to hand a potential customer. Every job site is a networking opportunity. Every neighbor watching you work is a prospect.

What to include on your card:

- Your name and business name
- Phone number and email
- Website URL
- Top 3 to 5 services
- A QR code linking to your Google reviews or website

Flyer tip: Create a "leave-behind" flyer for every completed job. List your services, include a seasonal special, and add a referral incentive. Leave it on the kitchen counter when you're done.

PRO TIP

Vistaprint, GotPrint, and MOO all offer affordable options. Budget \$50 to \$100 and you'll have cards and flyers for months.

5

High-Visibility Online Profiles

Beyond your website and GBP, you need a presence on the platforms where people actually look for local services. Each one is a chance to show up in front of a potential customer.

Prioritize these (in order):

1. **Facebook Business Page** (and join local community groups)
2. **Nextdoor** (huge for home services, neighborhood-based)
3. **Yelp** (claim it even if you don't love the platform)
4. **Instagram** (great for before/after photos)
5. **BBB** (builds trust, shows up in searches)

CRITICAL: KEEP YOUR NAP CONSISTENT

NAP = Name, Address, Phone. Your business name, address, and phone number need to be exactly the same everywhere. Google cross-references this information. Inconsistencies hurt your rankings. "St." vs "Street" matters. "LLC" vs no "LLC" matters. Pick one format and stick with it everywhere.

6

★ Google Reviews (Your Secret Weapon)

This one is massive. Google reviews impact three things that directly affect your business: your ranking in search results, your click-through rate, and whether people actually trust you enough to call.

The three factors that matter:



Quantity

More reviews = more trust. Aim for 20+ to start standing out.



Rating

5-star reviews are king. 4.7 is the minimum, but 4.8 to 5.0 is ideal.



Velocity (Most People Miss This)

How frequently you get new reviews is a ranking factor. 2 reviews per month, every month, beats 20 reviews in one week then nothing for 6 months.

The system: Ask every happy client for a review. Send a follow-up text with your Google review link within 24 hours of finishing the job. Make it easy. Make it a habit.

Our websites include a built-in /review page that makes it easy to send clients a link. We also offer automated review requests.

[Learn More →](#)

7



CRM (Stop Losing Leads)

If you're tracking leads with sticky notes or trying to remember who called last week, you're losing money. A CRM keeps every lead, every job, and every follow-up organized.



Handyman Champion — Built for Handyman Businesses

A CRM designed specifically for the handyman industry. Invoicing, scheduling, lead tracking, and follow-up — all in one place. Built by people who understand your business inside and out.

Other Full-Featured (Paid)

- Markate
- Jobber
- Housecall Pro

Budget-Friendly

- Wave (free invoicing)
- Joist (estimates + invoices)



PRO TIP

The best CRM is the one you'll actually use. Don't overthink it. Pick one, start putting every lead into it, and follow up within the same day. Speed to lead wins jobs.

SELF-SCORECARD: WHERE DO YOU STAND?

Time to be honest with yourself. Score each category below. Don't grade on a curve. The point isn't to feel good; it's to see clearly where your gaps are so you can fix them.

Category	0 Bad	1 Okay	2 Good
 Logo + Branding Consistent across all platforms	☐	☐	☐
 Google Business Profile Verified, complete, active	☐	☐	☐
 Website Conversion Professional, mobile, CTA-ready	☐	☐	☐
 Review Count + Rating 20+ reviews, 4.7+ rating	☐	☐	☐
 Review Velocity New reviews every week	☐	☐	☐
 Online Profiles/Footprint FB, Nextdoor, Yelp, etc.	☐	☐	☐
 Citations / Directories Listed on 20+ directories	☐	☐	☐
 Print Materials Cards, flyers, leave-behinds	☐	☐	☐
 Facebook Group Activity Posting weekly in local groups	☐	☐	☐
 CRM / Follow-Up System Tracking every lead	☐	☐	☐

Your Total: _____ / 20

0 to 7

Foundation is missing. Start with the basics before anything else.

8 to 14

Getting there, but gaps are costing you leads. Time to tighten up.

15 to 20

Strong foundation. You're ready to scale with advanced strategies.

Not sure how to improve your score? Let's talk through it.

[Free Strategy Call →](#)

THE 90-DAY MARKETING PLAN

Now that you know where you stand, here's your action plan. This is broken into three phases, each building on the last. Don't jump ahead. The sequence matters.

HMP CLIENT

Rustbelt Remodeling booked more jobs in 3 months than the entire previous year.

That's the power of following a structured plan.

PHASE 1: DAYS 1 TO 14 / FOUNDATION SETUP

This is about getting your house in order. No marketing tactic works if the foundation underneath it is broken. Spend these two weeks making sure every basic element is solid.

- ☐ **Lock in your branding.** Logo finalized, colors chosen, consistent everywhere. Same logo on your website, GBP, Facebook, business cards, truck.
- ☐ **Get your Google Business Profile verified and fully filled out.** Every field completed. 20+ photos uploaded. Services listed. Description written with your target keywords.
- ☐ **Improve your website for conversions.** Phone number in header. Contact form on every page. Reviews displayed. Before/after photos. Real photo of you or your team.
- ☐ **Start your review habit.** Create a direct link to your Google review page. Save it in your phone. Send it to every happy client within 24 hours of finishing a job. Do this every single week.
- ☐ **Order business cards and a leave-behind flyer.** Keep it simple. Get them printed this week, not next month.

PRO TIP

Copy your Google review link directly from your Google Business Profile (click "Ask for reviews" to find it). Text it to clients right after you finish the job while the experience is fresh. If you have a website built by HMP, you'll also have a simple yourwebsite.com/review page that makes it even easier to share.

PHASE 2: DAYS 15 TO 45 / VISIBILITY + TRUST

Foundation is set. Now it's time to expand your online presence and build the kind of trust that makes people choose you over the competition.

- ☐ **Build your high-visibility profiles.** Facebook Business Page, Nextdoor Business Page, Yelp, Instagram, BBB. Set them all up in one focused day if you can. Remember: NAP consistency matters.
- ☐ **Build citations and directory listings.** Get your business listed on 20+ online directories. (We cover exactly how in the Tactics section.) These backlinks help your SEO and put you in front of more potential customers.
- ☐ **Add project photos consistently.** Every job is content. Take before and after photos of everything. Post them to your GBP, Facebook, and Instagram weekly. This builds trust and shows you're active.
- ☐ **Keep the reviews coming.** By now this should feel automatic. You finish a job, you send the review link. Every time. Aim for at least 2 new reviews per week.

HMP CLIENT

OC Tasker's average job ticket went from \$200 to \$700.

Better visibility attracts better clients who value quality over price.



CONTENT TIP

You don't need professional photography. Your phone is fine. Just make sure the lighting is decent, the shot is steady, and you show the transformation. Before/after side-by-side shots perform incredibly well.

PHASE 3: DAYS 46 TO 90 / CONSISTENCY + LEAD QUALITY

You've built the foundation and expanded your visibility. Now it's about consistency and attracting higher-quality leads. This is where the compounding effect starts to kick in.

- ☐ **Start posting weekly in local Facebook groups.** Not spammy "hire me" posts. Helpful, community-focused content. Offer tips, share project photos, answer questions. Position yourself as the go-to local handyman. (Full strategy in the Tactics section.)
- ☐ **Build referral relationships.** Reach out to realtors, property managers, and contractors who don't compete with you. These relationships can become your best source of consistent, high-quality work. (Cold outreach strategy in the Tactics section.)
- ☐ **Start a simple monthly email or newsletter.** Nothing complicated. One project highlight, one testimonial, a seasonal tip, and a call to action. Send it to your past clients and leads. Stay top of mind.
- ☐ **Optional: Attend a home and garden show.** Or introduce yourself to the Pro Desk at your local Home Depot. Both are great ways to network and pick up leads in person.

⚡ THE COMPOUNDING EFFECT

Most handyman business owners give up on marketing after 30 days because they don't see immediate results. The truth is, everything you're building here compounds over time. Reviews build on reviews. SEO rankings climb. Referral networks grow. By day 90, the leads start flowing. By day 180, you'll wonder how you ever ran your business without a plan.

HMP CLIENT

PJP Handyman: Quit his HVAC job, followed a plan like this, and now has 5 employees.

Marketing is a marathon. Stay consistent and you'll build a business that doesn't just survive—it thrives.

Want help putting this plan into action? Let's talk about what makes sense for your business.

[Free Strategy Call →](#)

SECTION 3: TACTICS THAT WORK

These are the specific strategies referenced in your 90-Day Plan. Think of this section as your playbook within the Playbook. Come back to these whenever you need the "how" behind each tactic.

Tactic A: Facebook Group Strategy

Local Facebook groups are goldmines for handyman businesses. The key is showing up consistently and being genuinely helpful, not salesy. People hire the person they see helping others, not the one posting ads.

The Weekly Posting System:

1. **Find 5 to 10 local community groups** in your service area. Search for "[Your City] Community," "[Your City] Neighbors," "[Your City] Recommendations," etc.
2. **Create a "digital business card" graphic.** A clean, branded image with your name, services, phone number, and website. Use Canva. This is what you'll share when someone asks for a handyman recommendation.
3. **Post helpful content weekly.** Share a before/after photo with a short story about the project. Offer a quick DIY tip. Answer questions when someone asks about home repairs.
4. **Show up in recommendation threads — but look professional, not desperate.** You don't need to respond to every single "looking for a handyman" post. Better yet, have past clients, friends, or family recommend you on your behalf. When you do respond, drop your website URL instead of just "DM me." Something like: *"We'd love to help! Check us out here: yourhandymancompany.com"* goes a long way.
5. **Never be pushy.** Let your work speak for itself. If you're consistently helpful, people will start tagging you in recommendation threads.

PRO TIP

Set a reminder on your phone for the same time each week: "Post in Facebook groups." Consistency is everything. Even 20 minutes a week can generate real leads.

Tactic B: Citations and Directory Listings

Citations are online mentions of your business name, address, and phone number. They help Google verify that your business is real and legitimate. More quality citations = better local search rankings.

Where to Get Listed (Start Here):

- Yelp
- Angi (formerly Angie's List)
- HomeAdvisor
- BBB
- Bing Places
- Apple Maps
- MapQuest
- Yellow Pages
- Manta
- Foursquare
- Hotfrog
- Superpages
- Citysearch
- Local.com
- Thumbtack
- Porch

The Rules:

- **NAP must be identical everywhere.** Copy and paste it. Don't retype it.
- **Include your website URL** on every listing. These backlinks help your SEO.
- **Add photos and a description** wherever possible.
- **Claim existing listings** before creating new ones. Your business may already be listed with incorrect info.

PRO TIP

Block out 2 to 3 hours on a Saturday and knock out as many listings as you can. Create a spreadsheet to track which ones you've completed. It's tedious but you only need to do it once.

Citation and directory building is included in all our SEO programs. We handle the tedious stuff so you don't have to.

[Free Strategy Call →](#)

Tactic C: Email Marketing (Keep It Simple)

You don't need to be a writer. You don't need fancy software. You just need to stay in touch with past clients and leads so they think of you first when something breaks.

The Monthly Email Formula:

1. **One project highlight** with a photo (before/after works great)
2. **One client testimonial** (screenshot of a Google review works)
3. **One seasonal reminder** ("Winter is coming. Here are 5 things to check before the first freeze.")
4. **One clear call to action** ("Need something fixed? Call or text us at...")

Use Mailchimp (free up to 500 contacts) or your CRM's built-in email feature. Start collecting emails from every client and lead.

Don't want to write emails yourself? Our PRO Plan includes done-for-you monthly email newsletters.

[Learn More →](#)

COMING UP ›

Print marketing · Cold outreach to property managers · Paid lead platforms · Real client results (\$74K → \$600K+)

Tactic D: Print Marketing That Gets Results

Physical marketing materials aren't dead. They're just underused, which actually works in your favor. When everyone else has gone fully digital, a well-designed flyer or postcard stands out.

Four Ways to Use Print:

1. **Leave-behind flyers:** After every job, leave a branded flyer listing your services and a seasonal promotion. Put it on the kitchen counter or by the front door.
2. **Door hangers:** When you're working in a neighborhood, hang a flyer on 20 to 30 nearby doors. "Your neighbor just hired us for [service]. We'd love to help you too."
3. **Postcards to past clients:** Send a seasonal postcard to past clients reminding them you exist. Spring and fall are perfect timing for home maintenance reminders.
4. **Every Door Direct Mail (EDDM):** USPS lets you mail postcards or flyers to every address on a mail route without needing a mailing list. Pick routes in your target neighborhoods and saturate them with your branding.

PRO TIP

Include a QR code on every printed piece that links to your website or Google review page. It bridges the gap between offline and online marketing.

Tactic E: Cold Outreach to Property Managers and Realtors

This is one of the most overlooked strategies in the handyman industry. Property managers need reliable handymen constantly. Realtors need punch-list work done before listings go live. These relationships can fill your calendar for years.

The Multi-Touch Outreach Strategy:

1. **Week 1:** Send an introductory email. Keep it short. "Hi, I'm [Name] with [Business]. I help property managers handle maintenance and repairs quickly. Here's my card. I'd love to earn your business."
2. **Week 2:** Follow up with a phone call. Reference your email. Be friendly, not pushy.
3. **Week 3:** Drop off a physical packet. Business card, flyer, a small branded item (pen, magnet). Leave it with the front desk if needed.
4. **Month 2:** Send a follow-up email with a testimonial from a current property manager client (if you have one).
5. **Ongoing:** Check in every quarter. Stay on their radar.

Target 20 to 30 property management companies and real estate offices in your area. Even landing 2 to 3 regular clients from this effort can transform your business.



Tactic F: Paid Lead Platforms (Use With Caution)

Platforms like Thumbtack, HomeAdvisor, Angi, and Bark will happily sell you leads. Some handymen do well with them. But here's the thing you need to understand: when you stop paying, the leads stop. You're renting, not owning.



START HERE: GOOGLE LOCAL SERVICE ADS (LSA)

If you're going to spend money on paid leads, **Google LSA should be your first stop**. LSA ads appear at the very top of Google search results with a "Google Guaranteed" badge, which builds instant trust. You only pay per lead (not per click), and the lead quality is typically much higher than third-party platforms. Set it up, dial in your budget, and scale from there before spending money on Angi or Thumbtack leads.

If You Use Other Paid Platforms:

- Set a strict weekly budget and stick to it
- Track your cost per lead and cost per booked job
- Convert every lead platform client into a direct client (get their email, ask for a Google review)
- Use them as a supplement, never as your only lead source



THE REAL MOVE

Build your own assets instead. Your website, your SEO rankings, your Google reviews, your email list. These are things you own. Nobody can turn them off. Lead platforms are a fine short-term play, but your long-term strategy should be building your own marketing engine.

We manage Google Ads and LSA setup for handyman businesses. Let us handle the technical side so you can focus on the work.

[Free Strategy Call →](#)

REAL RESULTS FROM REAL HANDYMAN BUSINESSES

These aren't hypothetical examples. These are actual handyman business owners we've worked with. Their results speak for themselves.

\$74K → \$600K+

HMP CLIENT **Honest Lee Handyman** now generates 300 to 400 leads per month in peak seasons.

75% of \$750K

HMP CLIENT **NW Moss Removal** drives three-quarters of revenue through their website and SEO alone.

\$21 Avg. Cost Per Lead

HMP CLIENT **Envy Home Maintenance** had to pause Google Ads because they were overwhelmed with leads.

\$200 → \$700 Avg. Ticket

HMP CLIENT **OC Tasker** went from small jobs to consistently booked 2 to 3 weeks out.

What's Your Next Move?

You've got the Playbook. You know what to do. Now the question is whether you want to do it alone, or with a team that's done this hundreds of times.



Book Your Free Strategy Call

Here's what you'll get on the call (no pressure, no obligation):

- ✓ A quick audit of your current online presence
- ✓ Your top 3 fixes to start getting more leads this month
- ✓ Honest recommendations (even if that means DIY is the right move for now)
- ✓ Clear, transparent pricing if you want our help

Book Your Free Strategy Call →

go.handymanmarketingpros.com

Want to see exactly what our services cost first?

See Transparent Pricing →

handymanmarketingpros.com/pricing

Handyman Marketing Pros

Marketing exclusively for handyman and home services businesses since 2017.

Co-hosts of the Handyman Success Podcast

Partners of The Handyman Academy with Allen Lee