



# **THE 6-STEP LOCAL GROWTH BLUEPRINT**

**HOW TO GET MORE CUSTOMERS  
FOR YOUR SERVICE BUSINESS**

***Smart, simple steps to go from  
invisible to unforgettable in your  
local market.***

# STEP 1:

## GET FOUND - SET UP GOOGLE & LOCAL LISTINGS

Before you can get more customers, you need to be findable. The #1 way people look for local services is Google — and if your business doesn't show up, it might as well not exist.

### ACTION STEPS



#### **Claim Your Google Business Profile (GBP)**

Go to [google.com/business](https://google.com/business), create your free profile, and verify your business. Add your hours, services, service area, photos, and logo.



#### **Ask for Reviews**

Customer reviews are powerful social proof. Ask happy clients to leave a quick review — especially after a job is complete. It only takes a minute, and it builds trust instantly.



#### **Show Up in “Near Me” Searches**

A well-optimized Google Business Profile helps you appear when people search things like “electrician near me” or “best lawn care in [your town].” It also gets you on Google Maps, which is where mobile customers are looking.



#### **List Your Business on Other Directories**

Yelp, Nextdoor, Bing Places, Angi, Thumbtack, and Facebook all add to your digital footprint. Use the same name, address, and phone number (NAP) across all platforms for consistency.

***The more places you show up, the more chances customers have to find you — and call you.***

# STEP 2:

## BUILD TRUST – CREATE A SIMPLE, EFFECTIVE WEBSITE

Now that potential customers can find you, the next step is making a strong impression when they click your name. That means having a clean, easy-to-navigate website that builds trust and turns visitors into leads.

### ACTION STEPS



#### Keep It Simple & Clear

Your homepage should clearly state what you offer and who you serve. Avoid too much clutter. Stick to clear headlines, a few good images, and strong calls-to-action like “Get a Quote” or “Schedule Now.”



#### Make Sure It Works on Mobile

Most people will visit your site from their phone. Make sure your site looks good and loads quickly on mobile devices. Slow or broken sites lose customers fast.



#### Include a Lead Capture Form

Use a simple form to collect names, emails, and phone numbers. Keep it short — just enough to follow up. You can offer a free quote, consultation, or special promo in exchange.



#### Add Trust Elements

- Customer testimonials
- Before/after photos or a project gallery
- Logos of certifications or associations
- Links to your Google or Yelp reviews

***Your website is your 24/7 salesperson. Set it up right, and it'll keep working for you while you sleep.***

# STEP 3:

## STAY ORGANIZED – USE A CRM TO MANAGE LEADS

A CRM (Customer Relationship Management) system helps you organize all your contacts, follow-ups, estimates, jobs, and past customers in one place. It's one of the biggest upgrades you can make.

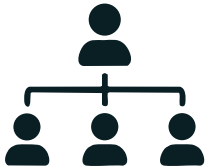
### ACTION STEPS



#### Choose a Simple CRM to Start With

Don't overthink it — you can start free with tools like:

- HubSpot (great all-around CRM)
- Jobber (designed for home service businesses)
- Trello (works for visual job pipelines)
- Even Google Sheets with filters can work as a starting point!



#### Log Every New Lead & Customer

When someone fills out your form, calls, or messages you — log it. That way you can follow up, remember what they wanted, and track who's ready to hire and who needs a nudge.



#### Track Jobs & Estimates

Keep a list of who requested a quote, who approved it, who's scheduled, and who's completed. You'll always know what's on your plate and where money's coming in.



#### Start Building a List

Your CRM becomes your \*customer list\*. Over time, you can use it to:

- Send out promotions
- Reconnect with past clients
- Offer loyalty or referral incentives

***An organized business is a scalable business. Don't rely on your memory — systems will always outperform sticky notes.***

# STEP 4:

## ADVERTISE – USE LOCAL MARKETING TO ATTRACT NEW LEADS

Once your digital presence is in place, it's time to proactively bring in new business. One of the most effective ways? Local mailers through EDDM (Every Door Direct Mail).

### ACTION STEPS



#### **Leverage EDDM Postcards**

With EDDM, you can send oversized postcards to every home in a targeted area without needing addresses. It's cost-effective, eye-catching, and perfect for seasonal promos, grand openings, or brand awareness.



#### **Design to Convert**

Use bold headlines, bright images, and a clear offer. Highlight your service area, include your contact info, and always have a strong call-to-action.



#### **Repeat Your Campaigns**

Consistency is key. Mailing once is great, but mailing quarterly (or even monthly) helps reinforce your brand and catch customers when they're ready to buy.



#### **Use Other Local Ad Channels Too**

Community boards, local sponsorships, cross-promotions with other businesses, yard signs, and vehicle wraps all add to your visibility.

***If no one knows about you, they can't hire you. The right local advertising makes sure they do.***

# STEP 5:

## STAY CONNECTED – NURTURE YOUR CUSTOMER BASE

Your current and past customers are your warmest leads. Stay in touch with them to generate repeat business and referrals.

### ACTION STEPS



#### **Send Monthly Newsletters**

Email a once-a-month update with tips, seasonal reminders, and special promos. Even if they don't need you now, you'll stay top-of-mind.



#### **Offer Promotions & Deals**

Send exclusive offers to previous clients. For example: "Spring Tune-Up Special" for Past Customers Only.



#### **Ask for Referrals**

Offer an incentive (like \$20 off or a gift card) to anyone who refers a friend that becomes a paying customer.



#### **Stay Active on Social Media**

You don't need to post every day, but a few updates a month with photos, tips, or behind-the-scenes content keeps your brand alive.

***Relationships build trust. Trust builds loyalty. Loyalty builds business.***

# STEP 6:

## BUILD A BRAND – BECOME A RECOGNIZABLE LOCAL NAME

The final step is long-term: becoming the go-to in your area. That means creating a brand people recognize and remember.

### ACTION STEPS



#### **Have a Consistent Look & Voice**

Use the same logo, colors, fonts, and tone of voice across everything — your website, print materials, social media, uniforms, vehicle, and signage.



#### **Create Visual Touchpoints**

Branded yard signs, wrapped vehicles, t-shirts, business cards, and flyers all help reinforce your presence in the neighborhood.



#### **Participate in the Community**

Sponsor local events, support school fundraisers, or join local business groups. Be visible in ways that show you care.



#### **Deliver Great Work**

Your best marketing is a job well done. When your work speaks for itself, your brand spreads naturally through word-of-mouth.

***Branding isn't about being flashy. It's about being consistent, trustworthy, and memorable.***

**IF YOU MADE IT THIS FAR,  
YOU'RE ALREADY AHEAD OF  
THE GAME.**

***These steps are simple, but when  
implemented consistently, they  
create a system for steady growth  
and strong local presence.***

Need help with design, print, or launching a campaign like EDDM? That's what I do.

Reach out anytime at [tempoprints.com](http://tempoprints.com) or connect with me directly to bring your next marketing idea to life.

***Let's build something great.***

- Mike Lightcap

