

Five ways to get more leads. **Without the noise.**

A small-business cheat sheet — no marketing department required. Two one-time fixes and one fifteen-minute habit. That is the entire plan.

The Five Takeaways

- 01 Stop chasing. Start being remembered.**
95% of homeowners are not shopping right now. The businesses that win are the ones people think of first when the need finally arrives. Be the name that surfaces when their kitchen becomes unbearable.
- 02 The channel matters less than the consistency.**
Frequency and impact beat platform selection every time. The businesses that became household names did not find a secret channel — they showed up repeatedly, with something worth remembering.
- 03 Your phone number is your front door. Treat it that way.**
Phone calls convert 10–15× more revenue than web forms. Make the number large, tappable, and visible on every page of your website.
- 04 The two mistakes that cost you the most money.**
Forgettable ads, occasionally — and slow response. The average contractor takes 42 hours. MIT research shows responding within 5 minutes makes you 21× more likely to qualify the lead.
- 05 Plant like a farmer. Harvest like a farmer.**
Trust is built through patient, consistent presence. Familiarity → Recognition → Affinity → Trust → Choice. You cannot skip steps. But you can show up every week and let the sequence do its work.

How a small shop actually does this

FIX #1 · ONE TIME

Make your phone number tappable on every page.

From any page of your site, can you tap and dial without scrolling? If not, fix it today. Captures the lead before it cools.

COVERS TAKEAWAY 3

FIX #2 · ONE TIME

Set a 5-minute alert on every inquiry.

Forward every form to your phone as a text. Distinct ringtone. First contractor to call back wins — and 5-minute response is 21× more effective.

COVERS TAKEAWAY 4

THE HABIT · 15 MIN/WEEK

After every job: review request, then share the story.

Within 48 hours, ask for a review. Take the best line and post it as your story for the week. One photo, two paragraphs. Every job seeds the next.

COVERS TAKEAWAYS 1, 2, & 5