

— SERVICE BUSINESS EDITION

FREE *LEADS.*

How to Get 100 Leads in 30 Days Without Spending a Dollar
on Ads.

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VOLUME

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CHAPTER 01

READ THIS FIRST



WHO THIS BOOK IS FOR

This book is for the plumber. The dentist. The barber. The gym owner. The house cleaner. The photographer. The realtor. The dog trainer. The lawn guy. The mobile mechanic.

It is for anyone who sells a service and needs more people to buy it.

If you have money to burn on ads, this book will still help you. But it is written for the owner who does not.

You will not need a website. You will not need a marketing degree. You will not need a team.

You need a phone, a notebook, and the guts to actually do the work.

WHAT YOU WILL GET

By the end of this book you will have a written plan to get 100 leads in the next 30 days without spending a dollar on ads.

Every tactic in this book has been used by real business owners to fill real calendars. Nothing here is theory.

JARGON CHECK

A "lead" is a person who has shown interest in what you sell and given you a way to reach them (phone, email, DM). A lead is not a sale. A lead is a chance at a sale.

HOW TO USE THIS BOOK

Read Part 1 (Mindset) all the way through. Do not skip it.

Then pick ONE chapter from Part 3 (Warm Outreach) and do it this week.

Do not read the whole book and do nothing. Reading without doing is worse than not reading at all. It tricks you into thinking you made progress.

One chapter. This week. Then the next.



Reading without doing is worse than not reading at all.

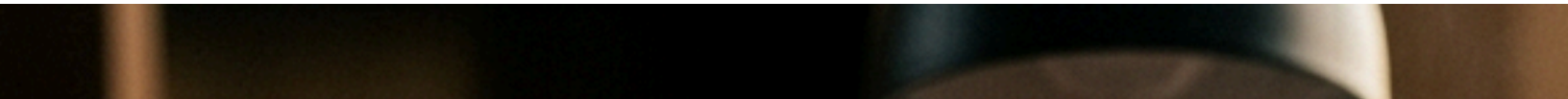
UP NEXT

02

THE 3 AD TRAPS



02





CHAPTER 02

THE 3 AD TRAPS



WHY BEGINNERS SHOULD NOT START WITH PAID ADS

Every guru will tell you to run ads.

They are wrong for beginners.

Here is why.

THE 3 TRAPS

01

TRAP 1: YOU DO NOT KNOW YOUR NUMBERS YET

Ads only work if you know what a customer is worth to you, how many leads it takes to get one customer, and how much you can spend to get a lead. Beginners do not know any of these. So they spend money blind. Then they blame the platform when it does not work.

02

TRAP 2: YOUR OFFER IS NOT PROVEN

Ads pour gasoline on a fire. If you do not have a fire yet, ads pour gasoline on wet wood. You need to close 5-10 customers by hand before you spend a dime on ads. That is how you learn what people actually want to buy.

03

TRAP 3: THE PLATFORMS ARE EXPENSIVE IN 2026

Facebook and Google ads cost 3-5x what they cost in 2018. If you do not have the cash to lose \$2,000-\$5,000 while you learn, you will bleed out before you get to profit.



THE ALTERNATIVE

Free tactics are slower. But they are cheap. And they force you to talk to real humans. That teaches you what to say, what people want, and what they will pay for.

Once you know those things, then you can run ads. Not before.

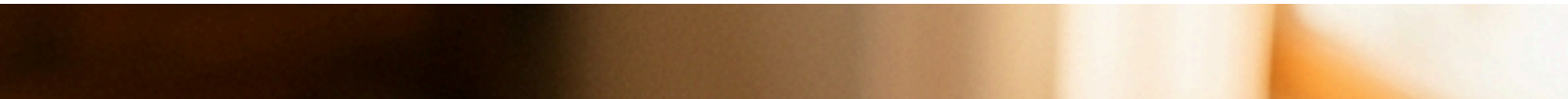
Ads pour gasoline on a fire. Beginners do not have a fire yet.

UP NEXT

03

THE GIVE-FIRST RULE





A close-up photograph of a person's hands holding a small, folded piece of paper. The paper has handwritten text in black ink. In the background, a light-colored dog is lying down, out of focus. The lighting is warm and soft, suggesting an indoor setting with natural light.

Great progress
with Scout today!
Keep up the practice!
- Emily

CHAPTER 03

THE GIVE-FIRST RULE



ONE RULE RUNS EVERYTHING

There is one rule that makes every tactic in this book work.

Give first. Ask second.

That is it.

WHAT THIS MEANS

Before you ask anyone for anything, give them something they actually want.

Advice. A tip. A referral. A compliment. A small gift. Free work. A shoutout.

Give it without asking for anything back.

Then, later, when you ask, they will say yes. Because you have already earned it.

THE WRONG WAY VS. THE RIGHT WAY

WRONG (ASK FIRST)

✗ "Hey, are you looking for a house cleaner?"

✗ "Do you need a personal trainer?"

✗ "Can I be your plumber?"

RIGHT (GIVE FIRST)

✓ "Hey, saw your post about your kitchen. Here's a free tip on getting grease off cabinets: [tip]. If you ever want help, I've got you."

✓ "I made a free 5-minute morning routine for busy moms. Want the link?"

✓ "Free tip: turn off your outdoor spigots before the first freeze or you'll get a \$2,000 repair. Here's how."



WHY THIS WORKS

Humans are wired to return favors. It is called reciprocity. When you give first, the other person feels an itch to give back. That itch is what makes them say yes when you finally ask.

Most businesses ask first. That is why most businesses fail.

JARGON CHECK

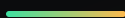
"Reciprocity" is a fancy word for the natural human urge to give back to someone who gave to you. It is the reason free samples in Costco lead to sales.

Give first. Ask second. That is the whole game.

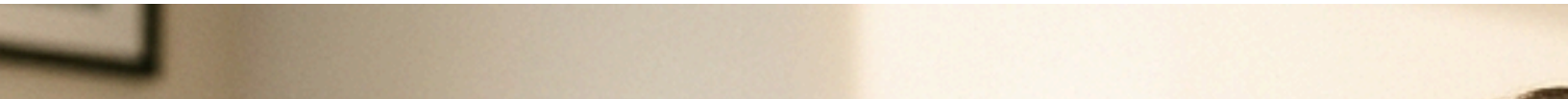
UP NEXT

04

THE RULE OF 100



04





PROGRESS TRACKER

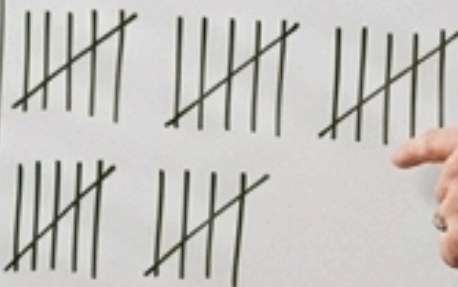
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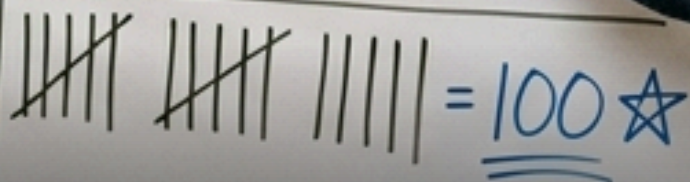
STAY



RECALL



HEEL



CHAPTER 04

THE RULE OF 100



THE ONLY RULE THAT MATTERS

Do 100 outreaches every day. For 100 days.

That is the rule.

Not 5. Not 20. Not 50 on your best day.

100. Every day. For 100 days.

WHAT COUNTS AS AN OUTREACH

Any action that puts your name in front of a potential customer counts.

- Sending a DM - Sending a text - Making a phone call - Handing out a flyer - Knocking on a door - Posting on social media - Commenting on someone else's post - Dropping a business card - Asking for a referral

Anything that plants a seed. That is an outreach.

HOW TO HIT 100 A DAY

01

MORNING (30)

Send 20 DMs on Instagram or Facebook. Comment on 10 posts in local groups.

02

MIDDAY (40)

Make 20 warm calls or texts. Send 20 cold DMs or emails.

03

EVENING (30)

Post 1 piece of content. Reply to every comment. Ask 5 past customers for a referral. Follow up with 24 old leads.



THE MATH

100 outreaches/day x 100 days = 10,000 shots on goal.

Even at a bad 2% response rate you get 200 conversations.

Even at a bad 10% close rate you get 20 new customers.

20 customers in 100 days without spending a dollar.

That is a business.

Most people quit at 8. That is why they stay broke.

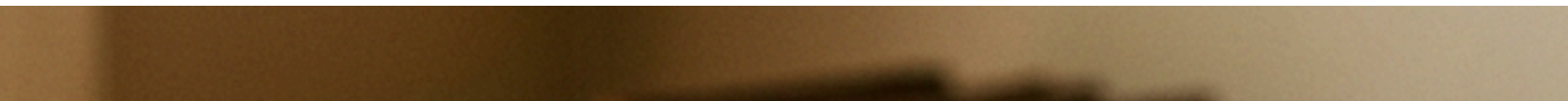
UP NEXT

05

THE 5-MINUTE RULE



05





CHAPTER 05

THE 5-MINUTE RULE



SPEED WINS

When someone reaches out to you — a DM, a form fill, a phone call — the clock starts.

Reply in the first 5 minutes and your chance of closing them goes up 8x.

Wait an hour and it drops in half.

Wait a day and they are gone.

WHY THIS HAPPENS

When a person reaches out, they are in buying mode. They have made a decision to explore. They are checking prices, reading reviews, or just curious.

The first business that responds gets the shot.

Most of your competitors take 3-24 hours to reply. If you reply in 5 minutes, you win the deal before they even wake up.

HOW TO REPLY FAST WITHOUT LOSING YOUR LIFE

01

TURN ON NOTIFICATIONS

Push notifications for DMs, email, and your website form. Do it now. Not "later."

02

WRITE 3 PRE-WRITTEN REPLIES

Save them in your Notes app. One for pricing questions. One for availability questions. One for "do you do X." Copy and paste. Personalize the first line.

03

REPLY FIRST, THEN FIGURE IT OUT

You do not need to answer everything in the first message. Just acknowledge. "Hey [name] — got your message, let me pull up your details. Give me 10 min." That reply alone wins the deal.



JARGON CHECK

"Speed to lead" is the amount of time between someone showing interest and you responding to them. Faster = more sales. Every study on the planet says this.



The first business to reply wins. Not the best. The first.

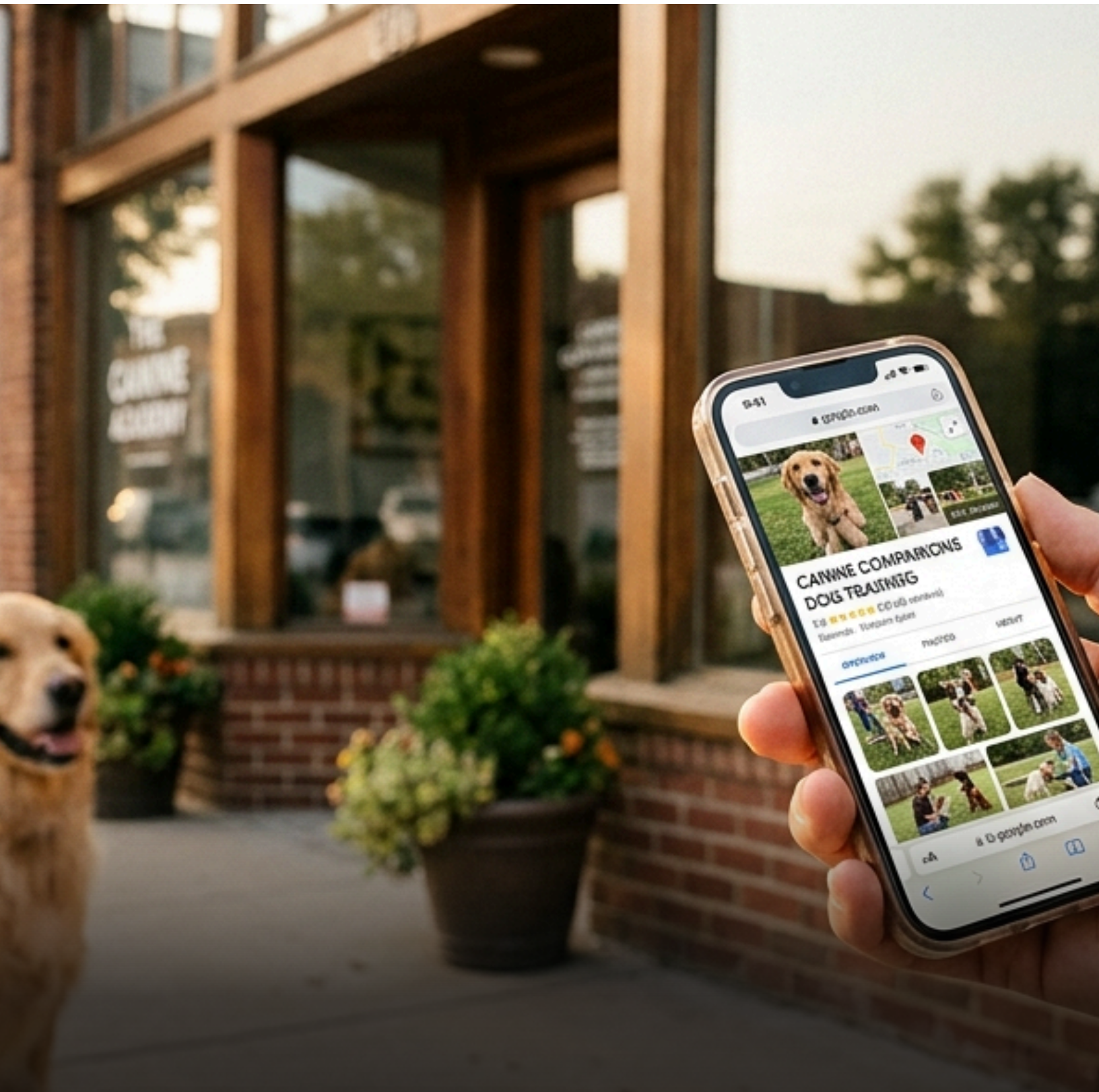
UP NEXT

06

THE GBP STACK







CHAPTER 06

THE GBP STACK



THE MOST UNDER-USED FREE LEAD SOURCE ON EARTH

Your Google Business Profile is a free listing that shows up when people Google your business or search for services in your area.

Most owners set it up once, upload a logo, and forget it.

That is a mistake. A well-run GBP can bring in 20-50 leads a month by itself. For free.

JARGON CHECK

"GBP" = Google Business Profile. Used to be called "Google My Business." It is the little box that shows up on Google Maps and on the right side of Google search results when you look up a local business.

THE GBP STACK — DO THIS THIS WEEK

01

CLAIM + VERIFY

Go to google.com/business. Search for your business. Claim it. Verify by phone or postcard. Takes 5-14 days.

02

FILL EVERY FIELD

Hours. Phone. Website. Services. Service area. Description. Category. Attributes. Every empty field is a chance you lose to a competitor who filled theirs.

03

UPLOAD 20 REAL PHOTOS

Not stock photos. Real ones. Team. Trucks. Before/after. Happy customers (with permission). Google shows businesses with more photos more often.

04

POST WEEKLY

GBP has a "Posts" feature almost nobody uses. Post 1x per week. Announcement, offer, event, or update. Free reach. Free leads.

05

ANSWER Q&A

People ask questions on your listing. Answer them fast. Also, seed your own Q&A — post the top 5 questions customers ask you, and answer them yourself.

06

ASK FOR REVIEWS (SEE NEXT CHAPTER)

This is the biggest lever on GBP. Covered in detail in Chapter 6.



THE RESULT

A GBP with 50+ real photos, 25+ reviews, and a weekly post will beat competitors with 10x your budget.

This takes 30 minutes a week. Do it forever.

Your Google profile is a storefront. You are leaving it dark.

UP NEXT

07

THE REVIEW LOOP



07





CHAPTER 07

THE REVIEW LOOP



REVIEWS ARE A LEAD ENGINE

Reviews do two things.

One: they make you show up higher on Google.

Two: they convince strangers to trust you enough to call.

Every review you get is worth roughly \$200 in future sales. That is not a made-up number. Businesses with 40+ reviews close 3-5x more than businesses with 10.

WHY MOST OWNERS FAIL AT REVIEWS

They do not ask.

That is the whole reason. They hope customers will just leave a review because they had a good time. Most will not. Not because they are ungrateful. Because they forget.

You have to ask. Every time. Every customer. Forever.

THE REVIEW LOOP — ASK THIS, IN THIS ORDER

01

ASK IN PERSON AT THE END OF THE JOB

"Hey [name], if you were happy with the work today, would you take 60 seconds to leave us a Google review? It's the single biggest thing that helps our business." This is where most reviews come from. In person, face to face, right after the win.

02

SEND THE LINK WITHIN 60 MINUTES

Text them. "Great meeting you today! Here's the link to leave that review whenever you have a sec: [link]. Thanks!" The link should go straight to your Google review page. Get your direct review link from your GBP dashboard.

03

FOLLOW UP IN 3 DAYS IF NO REVIEW

"Hey [name] — quick reminder about that review if you have 60 seconds. It really does move the needle for us. [link]" That's it. One follow-up. Do not nag past that.

04

REPLY TO EVERY REVIEW

Every one. Good and bad. Thank the good ones. Handle the bad ones publicly with grace. Future customers read your replies more than the reviews themselves.



JARGON CHECK

A "review link" is a direct URL that opens the review form on your Google Business Profile. Get yours from your GBP dashboard. Save it in your phone's notes. Text it after every job.

THE BAD REVIEW PLAY

You will get bad reviews. Everyone does.

Do not fight them. Do not delete comments. Do not get defensive.

Reply calmly: "Hi [name], sorry your experience wasn't what you expected. I'd like to make it right. Can you call me at [number]?"

Future customers reading that reply will trust you more than if you had no bad reviews at all.

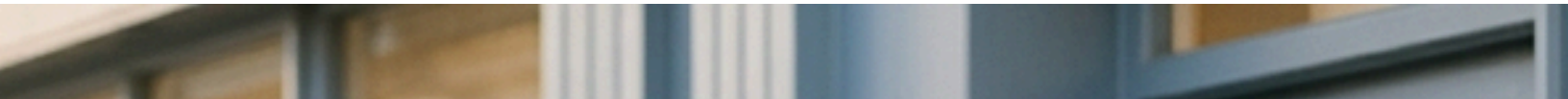
You are not owed reviews. You have to ask. Every time.

UP NEXT

08

THE FACE-OF-THE-BUSINESS RULE







CHAPTER 08

THE FACE-OF-THE-BUSINESS RULE



PEOPLE FOLLOW PEOPLE. NOT LOGOS.

If you post as your business, nobody cares.

If you post as YOU — the owner — people care.

A business is faceless. A face is human. Humans buy from humans.

THE PERSONAL BRAND PLAY

You do not need a huge following. You need 500-2,000 people in your area who know your face, your name, and what you do.

That is enough to build a business.

They become your leads, your referrals, your reviewers, and your future customers.

HOW TO BUILD A PERSONAL BRAND IN YOUR TOWN

01

USE YOUR FACE AS YOUR PROFILE PICTURE

On Facebook, Instagram, LinkedIn, Google Business. Not your logo. Not a stock photo. Your face. Smiling. Well-lit.

02

POST AS YOURSELF, NOT THE BUSINESS

"Just finished a job at the Johnson house — here's the before and after." Not "Ridgeside K9 just completed another training session." First person. Human voice.

03

SHOW UP ON CAMERA

Post 3 short videos a week of you talking. Working. Explaining something. Answering a common question. 30-90 seconds each. Phone camera. No editing.

04

SHARE SMALL WINS AND SMALL FAILURES

"Won a new client today." "Screwed up an install this morning — here's what I learned." Real. Human. Not polished.

05

REPLY TO EVERY COMMENT

Every single one. First name. Personal. Fast. This is where the trust is built.



WHY THIS BEATS LOGO MARKETING

When someone in your town has a problem you solve, you want them to think of you by name. Not "a company that does that."

A face in their feed for 6 months makes them think of you first. Every time.

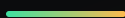
That is worth more than any ad.

Your logo does not have a face. That is why nobody remembers it.

UP NEXT

09

THE 200 LIST







Dog Class R

1. Max (Golden Retriever)
2. Luna (Labrador)
3. Buddy (Beagle)
4. Buddy (Spaniel)
5. Daisy (Spaniel)
6. Rocky (German Shepherd)
7. Bella (Poodle)
8. Charlie (Mutt)
8. Marley (Vizsla)

CHAPTER 09

THE 200 LIST



SIT DOWN. GRAB A NOTEBOOK.

Write every person you know.

Not just close friends. Everyone.

Your dentist. Your barber. Your ex-coworker from 2016. The guy who sold you your car. The parent of your kid's friend. Your gym buddy. Your cousin's husband. Your church group. Your old boss. Your college roommate.

Aim for 200.

WHY 200

Most people quit at 40. They think that is all they know.

It is not. If you push past 100 you will keep remembering people. The last 50 names on the list are often the ones that make you money.

The list is the asset. Not the tactic.

HOW TO TEXT THE LIST

01

SEND ONE TEXT AT A TIME

Not a group blast. One at a time. Personal. Do 20 per day for 10 days.

02

USE THIS SCRIPT

"Hey [name] — quick question. Do you know anyone who [problem you solve]? Been trying to help more folks in the area and figured you might know someone." That is the whole text.

03

NO PITCH. NO LINK. NO ASK FOR THEM.

You are asking if they know SOMEONE ELSE. This takes the pressure off. Most people say yes to helping a friend even when they would say no to buying.

04

WHEN THEY REPLY, LISTEN

Do not sell. Ask questions. "Oh cool, tell me more about them." People want to help. Let them.

05

ASK FOR THE WARM INTRO

"Would you mind sending them a quick text and looping me in? Something like: 'Hey [friend], meet Mike. He does [X] and he's the real deal. You two should talk.'"



THE MATH

200 texts sent.

40 replies (20%).

10 send you a real lead (5%).

That is 10 free leads. This week.

Do this once a quarter. Forever.

JARGON CHECK

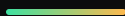
A "warm intro" is when someone connects you to a person they already know, so you are not a stranger anymore. It is the single highest-converting type of lead.

The list is the asset. Not the tactic.

UP NEXT

10

THE VAULT PLAY



10





CHAPTER 10

THE VAULT PLAY



PAST CUSTOMERS ARE THE CHEAPEST LEADS ON EARTH

Every person who has ever paid you is worth more than a stranger.

They trust you. They know your work. They have already given you money.

But most owners forget them the second the job is done.

Big mistake. That list is a gold mine.

THE VAULT PLAY — 4 WAYS TO MINE PAST CUSTOMERS

01

THE CHECK-IN TEXT

3-6 months after the job, send: "Hey [name] — just checking in. How is [thing you did] holding up? Any issues?" No sales pitch. Pure care. Half will reply. Some will need more work.

02

THE REFERRAL ASK

6-12 months after: "Hey [name] — hope you're doing great. Quick question — do you know anyone in [town] who might need [service]? I'm growing and warm intros are the best."

03

THE ANNIVERSARY MESSAGE

One year after the job: "Been a year since we worked together. Just wanted to say thanks — customers like you are the reason I do this. If you ever need anything, you have my number." This one prints referrals for years.

04

THE UPSELL OFFER

Every quarter, send a soft offer for a related service. "Hey [name] — running a special this month on [related service]. If you or anyone you know needs it, let me know."



HOW TO BUILD THE LIST FAST

Open your phone. Scroll through your text messages. Every name you recognize as a past customer, add to a spreadsheet.

Open your email. Search "invoice" or "payment." Add every recipient.

Check your bank statements or Stripe dashboard. Every name.

Most owners have 50-500 past customers they have never followed up with. That is 50-500 free leads sitting in your phone right now.

The follow-up is where the money is. Not the first sale.

UP NEXT

11

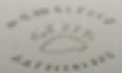
THE 3-NAME ASK



11






SARAH JENKINS
LEAD TRAINER, CERTIFIED
PAWSITIVE PATIWWAVE DOG TRAINING


DAVID CHEN
BEHAVIOR SPECIALIST
URBAN EP ACADEMY
[Phone, Email]

EMMA
SANTANA
COMMUNITY
[Contact]

CHAPTER 11

THE 3-NAME ASK



MOST OWNERS ASK FOR REFERRALS WRONG

They say: "If you know anyone who needs my services, send them my way."

That is a bad ask. It is too vague. The customer's brain draws a blank.

They say "sure" and forget you within 10 minutes.

THE FIX

Ask for THREE specific names.

Not "anyone." Three names. That is it.

THE 3-NAME ASK SCRIPT

01

SET IT UP

After a job you know went well: "Hey [name] — got a favor to ask."

02

ASK SPECIFICALLY

"I'm trying to grow the business, and the best way is through people like you who already trust me. Off the top of your head — can you think of 3 people who might need [what you do]?"

03

WAIT

Silence. Do not fill it. Their brain needs 5-15 seconds to search. Most owners talk over that silence and kill the ask. Do not.

04

GET THE INTROS

When they give you names: "Perfect. Would you mind sending a quick text to introduce us? I'll write it for you — just copy and paste." Then text them a ready-to-send script.



THE COPY-PASTE INTRO SCRIPT

Here is what to send them to send:

"Hey [friend] — meet [your name]. He/she does [your service] and I trust him/her with my [thing]. If you're ever in the market, this is your person."

That is it. They copy. They paste. They send. Done.

THE MATH

Ask 20 happy customers for 3 names each. That is 60 names. Even at a 10% close rate, that is 6 new customers from 20 conversations. Total time: 30 minutes.

Vague asks get vague answers. Ask for 3 names.

UP NEXT

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THE LOCAL LOOP



12





CHAPTER 12

THE LOCAL LOOP



SHORT VIDEO IS THE CHEAPEST WAY TO REACH YOUR TOWN

TikTok and Instagram Reels give you free reach. Nothing else does.

A good post can be seen by 5,000-50,000 people in your town for zero dollars.

Most service owners refuse to do this because they are afraid of the camera. That is the whole reason it works — most of your competitors will not.

THE 60-MINUTE-A-WEEK RULE

You do not need to be a content creator.

One hour a week. Three posts. Done.

THE 3 FORMATS THAT WORK FOR SERVICE BUSINESSES

01

BEFORE & AFTER

Film the before. Do the job. Film the after. Add a caption. Post. Works for cleaning, lawn care, tree work, mechanics, hair, painting, contracting, dog training — everything visible.

02

TIP OF THE DAY

60 seconds of you explaining ONE thing your customers wish they knew. "Here's how to unclog a drain without calling a plumber." You give away the trick. They call you for the harder stuff.

03

BEHIND THE SCENES

Show your day. The truck. The tools. The team. The dog. Real. Boring on purpose. People watch it because it is real.



THE 60-MINUTE WEEKLY CONTENT SPRINT

-  Sunday night: record 3 videos on your phone. 60 seconds each.
-  Write captions in your Notes app. First line = a hook. Last line = a soft CTA.
-  Post one Monday, one Wednesday, one Friday.
-  Reply to every comment within 2 hours.
-  Repost the one that got the most views to Facebook, YouTube Shorts, and your Google Business Profile.

JARGON CHECK

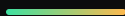
"CTA" = Call to Action. The one thing you want the viewer to do after watching. "DM me if you want a free quote." "Comment PRICE and I'll send it." "Save this for later."

One hour a week beats no hours a week.

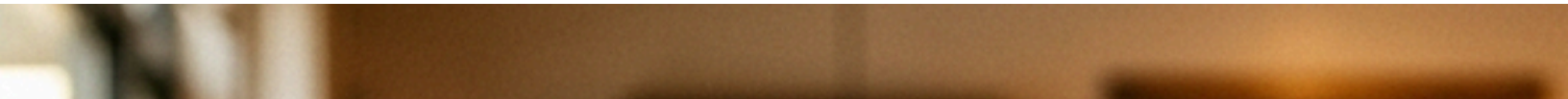
UP NEXT

13

THE TOWN POST



13





CHAPTER 13

THE TOWN POST



ONE BLOG POST PER WEEK CAN OWN YOUR LOCAL SEARCH

When someone in your town Googles your service, Google shows the most helpful result.

If you have 50 helpful blog posts about your service, in your town, you win.

Most of your competitors have zero. That is why this works.

HOW TO WRITE A TOWN POST THAT RANKS

01

PICK THE QUESTION

Think of a real question a customer has asked you this month. "How much does a bathroom remodel cost in Wilmington NC?" "What is the best dog food for a lab in North Carolina?" Use their words.

02

ANSWER IT IN 800-1,200 WORDS

Plain English. No fluff. Real numbers. Real advice. Include your town or region name 3-5 times naturally.

03

ADD PHOTOS

Real photos of your work. Not stock photos. Google can tell the difference.

04

ADD A SMALL CTA AT THE BOTTOM

"Need help with [thing] in [town]? Call or text me at [number]." That is it. No pitch. Just a way to reach you.

05

PUBLISH 1 PER WEEK

For 52 weeks. That is 52 posts. Each one a chance for a stranger in your town to find you at 11pm when they are looking for help.



WHAT TO WRITE ABOUT

The list is endless. Some starters:

- "How much does [service] cost in [town]?" - "5 signs you need [service] before [thing goes wrong]" -
- "Best [thing] in [town] — a local's take" - "What I wish every customer knew about [service]" - "
- [Service] mistakes I see people make in [town]"

JARGON CHECK

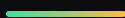
"SEO" = Search Engine Optimization. The art of getting your website to show up when someone Googles something. "Local SEO" is the version focused on your town or city.

Google rewards the helpful. Be helpful in writing. Once a week. Forever.

UP NEXT

14

THE ROLLING BILLBOARD







CHAPTER 14

THE ROLLING BILLBOARD



FREE ADVERTISING YOU ALREADY OWN

Your truck. Your uniform. Your yard sign. Your equipment.

All of it is billboard space you already paid for. Most owners waste it.

HOW TO TURN WHAT YOU OWN INTO FREE ADS

01

VEHICLE WRAP OR MAGNETIC SIGN

Your business name. Your phone number. A 3-word offer. "WE FIX LEAKS" or "DOGS OBEY, GUARANTEED" or "CLEANING, HONEST PRICING." Bold. Big. Readable from 50 feet.

02

UNIFORM / SHIRT / HAT

Even a \$12 embroidered shirt with your logo turns you into a walking billboard every time you're at Home Depot, the gym, or the coffee shop.

03

YARD SIGN AT EVERY JOB

"Another home protected by [Company]. [phone]" Leave it up for 5-7 days after the job. Neighbors see it. Some call.

04

DOOR HANGER AT 10 HOUSES NEXT DOOR

After every job, walk to the 10 nearest houses and hang a door hanger. "Hi neighbor — just finished a job at your neighbor's house. Here's a coupon for \$50 off if you want one too."

05

BUSINESS CARDS IN EVERY WALLET YOU SHAKE

You are giving them out anyway. Add a 2nd one — "give this to a friend." Most people will.



THE YARD SIGN PLAY IN DETAIL

Every job. Every home. Ask permission. Leave a sign for a week.

One sign left out for 7 days is seen by 200-500 cars. Every week you do a job, another 200-500 people see your name.

Cost: \$8 per sign at Vistaprint. Reuse them.

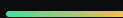
Do the math: 10 jobs a month, 10 signs out for a week. That is 2,000-5,000 impressions a month for \$80 in signs you reuse forever.

You already own a fleet of billboards. Stop leaving them blank.

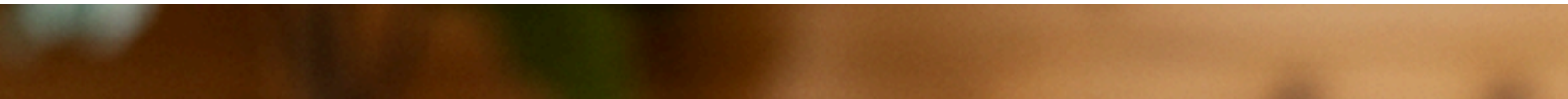
UP NEXT

15

THE 3-LINE DM



15





CHAPTER 15

THE 3-LINE DM



COLD DMS WORK. LONG ONES DO NOT.

You can DM strangers on Instagram, Facebook, and LinkedIn for free.

Almost nobody does it because they think it is spam.

It is spam when you do it wrong. When you do it right, it is the fastest way to fill your calendar.

THE RULE: 3 LINES MAX

Long DMs get ignored. People read the first 2 lines and swipe away.

You get 3 sentences. Use them well.

THE 3-LINE DM FORMULA

01

LINE 1: GENUINE COMPLIMENT OR NOTICED DETAIL

Something REAL from their profile or their post. "Saw the porch build you posted last week — nice work." Not generic. Not "love your content."

02

LINE 2: A ONE-SENTENCE GIFT OR OBSERVATION

Give value first. "Random tip: sealing that with polyurethane will double the life." Or an observation: "Noticed you're in Wilmington — small world, I'm just north."

03

LINE 3: A SOFT QUESTION, NOT A PITCH

"Are you still taking on projects, or fully booked?" or "Curious how you got into it?" Something that invites a reply, not a sale.



WHAT NOT TO DO

- Do not pitch in the first message. Ever.
- Do not send a wall of text.
- Do not use "Hey queen" or "boss" or any generic bro-language.
- Do not include a link.
- Do not mention your service.

THE FOLLOW-UP RHYTHM

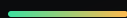
If they reply, have a real conversation. Do not pitch yet. Once you have exchanged 3-5 messages and they know who you are, THEN you can casually mention what you do.

Cold DMs are not spam. Bad DMs are spam.

UP NEXT

16

THE INK PLAY



16



for working with
training has truly
our lives!
t regards,
Millers & Buster.



CHAPTER 16

THE INK PLAY



THE LOST ART OF THE HANDWRITTEN NOTE

Nobody sends handwritten notes anymore.

That is exactly why it works.

A 30-second handwritten card gets opened, read, and remembered. An email is deleted before it is opened.

THE INK PLAY — AT SCALE

01

BUY 100 BLANK CARDS + STAMPS

\$40 at any office store. Enough for 3 months. Keep them at your desk.

02

SEND 5 PER WEEK

5 minutes to write. 4 minutes to address. 1 minute to stamp. Total: 10 minutes a week.

03

SEND TO 5 GROUPS

1. A past customer this month. 2. A prospect you talked to but didn't close. 3. A referral source (past customer who sent you a lead). 4. A local business owner you want to build a relationship with. 5. Someone who left a Google review.

04

KEEP IT 3 SENTENCES

"Hey [name] — just wanted to thank you for [thing]. Meant a lot. Talk soon. — [your name]" That is it. Short. Human. Real.



WHY THIS IS A LEAD ENGINE

People show handwritten cards to their spouse. They stick them on the fridge. They talk about them.

Out of 20 cards sent this month, expect: - 3-5 texts back thanking you - 1-2 referrals from card recipients - Massive brand equity that pays off for years

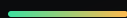
Cost: \$10/month. Time: 40 minutes/month.

5 minutes of ink beats 5 hours of digital ads.

UP NEXT

17

THE 40-DOOR SPRINT



17





CHAPTER 17

THE 40-DOOR SPRINT



DOOR-TO-DOOR STILL WORKS

Nobody wants to do it. That is why it works.

If you knock on 40 doors in a good neighborhood, you will book 1-3 jobs. Every time. Guaranteed math.

THE RULES

You need a story. Not a pitch.

You need to look human. Not corporate.

You need to move fast. In and out in 30 seconds per door.

THE 40-DOOR SPRINT SCRIPT

01

PICK THE NEIGHBORHOOD

Somewhere you just did a job. Neighbors have already seen your truck. You are not a stranger, you are the guy from next door.

02

PRINT DOOR HANGERS

\$30 for 100 at Vistaprint. Front: your name, photo, phone, one-line offer. Back: a \$50 neighbor discount.

03

KNOCK

"Hey — I'm [name], I just did some work at your neighbor's house across the street. If you're ever in need of [service], I wanted to leave you my info. Here you go." Hand them the door hanger. Leave. 20 seconds max.

04

IF NOBODY ANSWERS

Hang the door hanger. Move on. Do not linger.

05

TRACK THE SPRINT

40 doors. Note how many were home. How many took the hanger. How many said something. This is data.



THE MATH

40 doors. 15 answer. 8 take the hanger. 2 say "I might need something." 1 books. Total time: 2 hours. Cost: \$6 in gas + \$12 in door hangers. Value of the job: \$200-\$5,000 depending on your business.

THE FOLLOW-UP

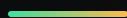
Every doorstep you leave a hanger becomes a person you can drop by again in 3 months. Second visit closes at 3x the rate of the first. Do the sprint quarterly in the same neighborhoods.

Your competitors will not knock. That is why this works.

UP NEXT

18

THE GFF PLAY



10





CHAPTER 18

THE GFF PLAY



INSTEAD OF HANDING OUT BUSINESS CARDS

Every time you meet someone in person — an event, a fair, a market, a chamber meeting, a booth — the standard move is to hand them a business card.

That is a waste of paper.

A business card gives them nothing. And gives you nothing. They will lose it in 3 days.

THE GFF PLAY — GIVEAWAY. FORM. FOLLOW-UP.

Instead: run a giveaway.

Anything worth \$50-\$300. A gift card. A free service. A branded gift bag. A month of your service. A cooler with your logo on it.

To enter, they fill out a form. Name, phone, email. Done.

You get their info. They get a chance at something valuable.

Now you can follow up with them forever.

HOW TO RUN THE GFF PLAY

01

PICK THE GIVEAWAY

\$50-\$300 in value. Related to your customer. If you are a house cleaner, a \$300 deep-clean is perfect. If you are a personal trainer, a month of training. If you are a photographer, a free family session.

02

BUILD THE FORM

One page. 4 fields max: Name, phone, email, one qualifying question ("What service are you most interested in?"). Use Google Forms or a GHL form. Free.

03

PRINT A QR CODE + POSTER

"Scan to win a \$300 deep clean of your home." The QR opens the form on their phone. 30 seconds to enter.

04

RUN IT AT EVERY EVENT

Fairs, expos, chamber, farmer's markets, sponsorships, in your own storefront. Even at the drive-thru — have your team member offer entries to anyone who asks about your business.

05

PICK THE WINNER. PUBLICLY.

Post the winner on Instagram, Facebook, and email everyone who entered. "Congrats to [name]! Didn't win? Reply with 'RUNNER-UP' and I'll give you 20% off your first [service]." That single message closes 5-15% of everyone who entered.



THE FOLLOW-UP SEQUENCE

This is where most owners fail. They collect emails and never follow up.

Here is what to send:

- Day 1: "Thanks for entering! Winner announced [date]. In the meantime, here's a free tip: [helpful thing]." - Day 3: "Quick reminder — winner tomorrow. If you don't win, I'm offering 15% off to all entrants. Reply YES if you want it." - Day 5: Winner announcement + runner-up offer. - Day 10: Follow-up value email — another tip. - Day 20: Case study or testimonial. - Day 30: Second offer. - Then monthly forever.

THE MATH

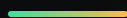
Run 1 giveaway at a local event. Collect 100 entries. 5-15 will book something in the follow-up sequence. That is 5-15 new customers from ONE giveaway.

A business card is trash. A form is a lead.

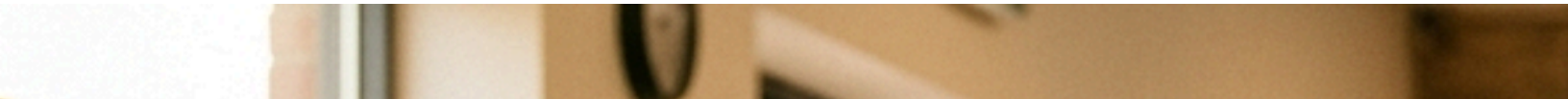
UP NEXT

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THE TROJAN HORSE



19





CHAPTER 19

THE TROJAN HORSE



FREE CLASS. FREE DEMO. FREE CONSULT.

The oldest trick in the book. Give them a taste of your service for free. If they like it, they buy the full thing.

Works for every service business on earth.

HOW TO RUN A FREE CLASS AS A LEAD MAGNET

01

PICK A TOPIC YOUR CUSTOMERS CARE ABOUT

The pain they had BEFORE they hired someone. "How to Stop Your Dog from Pulling on Walks." "Why Your Bathroom Never Stays Clean." "5 Tax Moves Every Small Business Owner Should Make."

02

PROMOTE IT AS FREE

Post on Facebook, Instagram, Nextdoor, in local groups. "Free class this Saturday. First 20 people. Sign up here."

03

REQUIRE AN RSVP WITH CONTACT INFO

Name, phone, email. This is how you get the leads. Free but gated.

04

DELIVER MASSIVE VALUE IN THE CLASS

Do not sandbag. Give them the good stuff. If they can DIY, some will. Most won't. They'll hire you because you proved you know what you're doing.

05

SOFT PITCH AT THE END

"If you want us to just handle this for you, here's what that looks like: [offer]. First 3 people to book today get \$X off."



8 INDUSTRY-SPECIFIC IDEAS

- **Contractor:** "Free Home Inspection Workshop" - **Salon:** "Free Hair Care 101 for Curly Hair" - **Gym / Trainer:** "Free 30-Minute Bootcamp" - **Dentist:** "Free Kids' Cavity Check Day" - **Real Estate:** "Free First-Time Buyer Class" - **Financial Advisor:** "Free 'Beat the Tax Man' Workshop" - **Landscaper:** "Free Lawn Health Assessment Day" - **Dog Trainer:** "Free Puppy Kindergarten Hour"

JARGON CHECK

A "lead magnet" is any free thing you give in exchange for someone's contact info. A free class is a lead magnet. So is a free ebook, a free quote, a free trial. Anything that gets you their info.

Give them a taste. If your service is good, the sale writes itself.

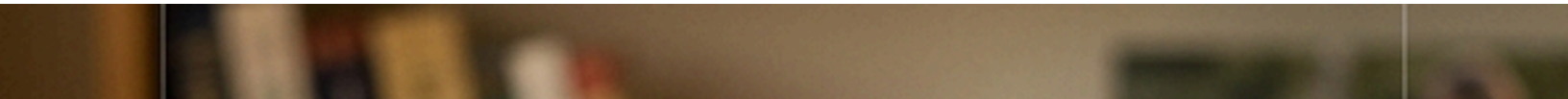
UP NEXT

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THE 6 LEAD MAGNET MENU



20





CHAPTER 20

THE 6 LEAD MAGNET MENU



NOT ALL LEAD MAGNETS ARE EQUAL

A lead magnet is anything you give away for free in exchange for someone's contact info.

There are only 6 types that work. Pick the one that fits your business.

THE 6 TYPES

01

1. THE SAMPLE

A small taste of what you sell. Free consultation. First lesson free. 15-minute strategy call. Best for: services where the value is obvious once experienced (coaching, training, therapy, consulting).

02

2. THE AUDIT OR QUIZ

You assess something they own and give them a personalized result. "Free Website Audit." "Free Lawn Health Check." "Free Home Insurance Review." Best for: services where the customer doesn't know what's wrong yet.

03

3. THE CHECKLIST OR GUIDE

A one-page PDF or short book that solves a narrow problem. "The 10-Point Puppy Setup Checklist." "The First-Time Homeowner Move-In Guide." Best for: services where the customer needs to be educated before they buy.

04

4. THE DISCOUNT

A first-time customer coupon. "\$100 off your first service." Best for: high-frequency services where the first purchase leads to repeat business (cleaning, hair, gym).

05

5. THE PHYSICAL FREEBIE

A branded gift or product. A cooler. A shirt. A tape measure. A candle. Best for: local businesses where you meet people in person and want to be remembered.

06

6. THE CONTEST / GIVEAWAY

The GFF Play from the last chapter. Highest lead volume of any type.



HOW TO PICK

Ask: what does my customer wish they knew before they hired me?

If the answer is a piece of information — use a Guide or Checklist.

If the answer is "do I even need this" — use an Audit or Quiz.

If the answer is "is this person any good" — use a Sample.

If the answer is "is it worth the money" — use a Discount.

If you meet them in person — use a Physical Freebie or Contest.

Most businesses need 2-3 of these. Not all 6.

You are not selling. You are giving them a reason to raise their hand.

UP NEXT

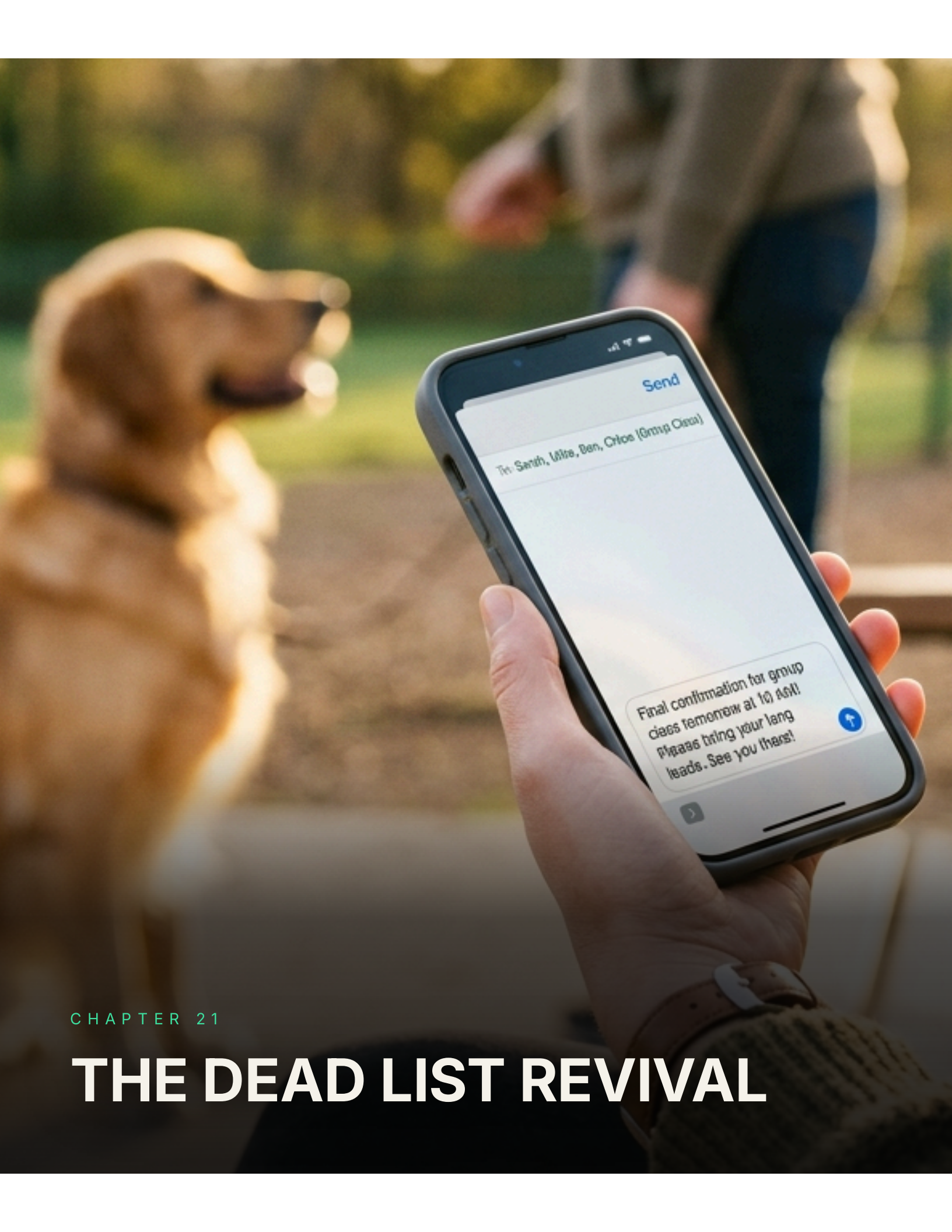
21

THE DEAD LIST REVIVAL



21





CHAPTER 21

THE DEAD LIST REVIVAL



EVERY BUSINESS HAS A GRAVEYARD

Leads you talked to. Never closed. Never followed up.

Most owners have 100-1,000 of these. Sitting in a phone. Sitting in a spreadsheet. Sitting in a CRM.

All worth money. All ignored.

THE 3-SMS SEQUENCE THAT WAKES THEM UP

01

TEXT 1: THE CHECK-IN

"Hey [name] — [your name] here. We talked a while back about [service]. Just checking in to see how you're doing." No pitch. No offer. Just a human check-in. This alone gets 15-25% reply rate.

02

TEXT 2 (SEND 2 DAYS LATER IF NO REPLY): THE OFFER

"Hey [name] — running a special this month for folks we spoke with earlier this year. If you're still in the market for [service], can offer you [specific discount or bonus]. Let me know."

03

TEXT 3 (SEND 3 DAYS LATER IF NO REPLY): THE CLOSE-OUT

"Last one from me — just wanted to give you first shot at the offer before it opens up. If it's not a fit right now, no worries at all, just let me know and I'll leave you alone." The permission to say "no thanks" gets more replies than the pitch itself. Weird but true.



THE NUMBERS

Text 100 dead leads with this sequence.

- 20-30 will reply. - 8-15 will book something.

That is 8-15 sales from a list you had already given up on.

Average time: 45 minutes to send all 300 texts.

Cost: zero.

ONE WARNING

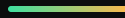
Do NOT blast all 100 texts at once. Send 20 per day for 5 days. Otherwise you cannot handle the replies fast enough, and you break the 5-Minute Rule from Chapter 5.

There is a pile of money in your dead lead list. Go dig it up.

UP NEXT

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**WHEN YOU'RE READY TO STOP
DOING THIS YOURSELF**



22





CHAPTER 22

WHEN YOU'RE READY TO STOP DOING THIS YOURSELF



THE POINT OF THIS BOOK

You just read 20 chapters of tactics. Every one of them works.

Do them and you will get leads. Free ones. Real ones. This month.

But here is the catch.

Doing all of them at once, forever, is a full-time job.

THE BOTTLENECK NOBODY WARNS YOU ABOUT

You will get leads.

But you also have a business to run. You have to actually deliver the service. Show up. Do the work. Handle problems. Manage the books. Pay taxes.

At some point, doing your own marketing steals the time you need to grow.

That is the moment you need a system.

WHAT A SYSTEM LOOKS LIKE

A website that captures leads while you sleep.

A CRM that follows up automatically.

Email and text sequences that run themselves.

Content that goes out every week without you touching it.

Ads that convert because you finally have the data to run them.

That is what we build at Black Flag Media.

THE BLACK FLAG MEDIA INSTALL

We install the entire system in 14 days. Website, CRM, email/SMS sequences, content engine, and ads infrastructure. Then we manage it monthly. You focus on delivering the service. We handle everything else.

OUR GUARANTEE

If you follow the system we install and do not double your leads in 90 days, we work for free until you do.

No contracts. No lock-ins. Cancel any time.

WHAT HAPPENS NEXT

01

BOOK A FREE 30-MINUTE STRATEGY CALL

We look at your business, your current lead flow, and where the leaks are. You leave with a plan whether you hire us or not.

02

IF IT'S A FIT, WE BUILD IT

14 days from kickoff to live system. You review every step.

03

YOU FOCUS ON SERVICE. WE HANDLE LEADS.

Monthly management, weekly reports, quarterly strategy reviews. We work for you.



You can do all of this yourself. Or you can hand it to us and go do the work you actually love.

BOOK YOUR CALL

Ready to stop being your own marketing team?

Book a free 30-minute strategy call at blackflag-media.com/plan.

Or text "LEADS" to 571-229-6803 and we'll set it up.

No pitch. No pressure. Just a plan.