



**THE ULTIMATE
GUIDE TO
STARTING A**

**HANDYMAN
BUSINESS**

MAUI MASTER CRAFTSMAN

INTRODUCTION – THE HANDYMAN STARTUP GUIDE

I didn't grow up knowing how to do construction or how to make money. At 15 I started out doing odd jobs, and stayed busy. At 19 I got married and started taking my handyman work very seriously. Over the course of 4 years, I went from charging \$25 an hour to confidently quoting jobs instead of hourly and making \$100–150 an hour instead.

By 23 I had my first kid. I had to make real money — fast. Supporting a young family on an inconsistent income wasn't just hard — it was pressure every day. I didn't want to be gone all the time working for someone else, and I didn't want to settle for struggling. That's when I decided to hone in on this business and gamify my income. I got addicted to seeing just how much more I could earn. Seeing my income double every year got me hooked. Everything I learned I'm about to share with you.

This guide is for anyone who's handy, hungry, and ready to take control of their income. Whether you're just getting started or you've been doing side work for years, what I've packed into this guide is everything I wish I knew when I first started. No fluff, no filler — just real tools, real strategies, and real mindset shifts that helped me build a legit business one client at a time.

Why This Guide Works

Everything I've written in this guide continues to work for me and bring me \$10k+ a month. This is the distilled, potent information you need to hit the ground running.

Make It a Game

One mindset that helped me grow fast was gamifying my income. I tracked everything — how much I made per day, per job, per week. I celebrated hitting \$500 in a day. Then \$2,000 in a week. When I had my first 10k month I knew I had something worth sharing.

I competed against myself. Could I finish this job faster and cleaner than the last one? Could I get the next quote just right? I also started seeing how smaller jobs were more profitable and manageable. My 10k months weren't going to happen by taking on huge jobs, they would happen from the months filled with door knob installations, gutter repairs, deck repairs, and ceiling fan installs.

When you turn your growth into a game, it becomes fun — and fast. You stay motivated, and you see how far you've come.

Now doesn't that sound better than getting paid jack shit working for someone else?

What You'll Learn

Inside this guide, I'll walk you through:

- What services to offer as a beginner or experienced handyman
 - What to charge
 - How to increase your income
 - Writing Estimates
 - Ideal clients characteristics
 - Determining tools you need
 - Writing amazing affordable ads
 - Getting reviews from happy customers
 - How to talk to customers in a way that earns trust fast
 - How I turned handyman work into real freedom for my family
 - How to position yourself as THE HANDYMAN in your area
 - Social Media - simple pictures and videos to make you the top of the crop
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Exactly What's In This Guide :

Here is the **Guide Outline**. This is what each **Module** contains. These are the basic fundamentals for getting started and controlling how much you make per hour, per job, per day, per year.

Module 1: What Jobs You Can Do - How To Price Them + Mindset & Habits

- Identify your abilities
- Tools You Need
- Estimates (PRICING LIKE A BOSS) + **real estimates from my jobs**
- Writing Invoices + **real invoices from my jobs**
- Tracking Tips to Double and Triple your Income
- Guide For Buying Materials For Your Clients
- My Go To Professional Habits

Module 2: Ads, Clients, Communication + Being The Most Desired

- Ads For Your Business (easy peasy ads for beginners wanting to make money TODAY)
- Practice Amazing Communication and Service
- Clients - Different Types Of Folks + Information You Need
- What I Say (things I say all the time to keep clients happy)
- Scheduling Tips (don't get burnt out!)
- Tips On Getting The Best (and Highest Paying) Clients
- Warnings and Insights (who to watch out for)

Module 3: Tools, Work Vehicle & Setup + Pricing Guide

- Basic Tools to get
- How I stay Mobile and Efficient + **Video Showing You My Tools and Truck Setup**
- Looking Professional on a Budget
- Tips On Staying Organized With Your Tools and Vehicle

Module 4: Ads (In Depth), Getting Reviews, & Legal Setup

- Making simple kick ass ads better than your competition
- **Example Ad that has made me over \$100k**
- **Example Pictures** of jobs and reviews to add credibility
- Getting Five Star Reviews
- Basic Legal Setup Guide

Bonus Module: Website and Social Media For Marketing your Business

- Why A Website Matters
- How I Created My Website
- What To Include
- Make Simple Videos to Win Clients

Handyman Services & Pricing Guide - (126 Different Services & Prices Listed)

- **Categories**
 - Electrical and Lighting
 - Plumbing
 - Carpentry and Woodwork
 - Painting and Caulking
 - Assembly and Installation
 - Repairs
 - Outdoor and Seasonal

- Miscellaneous and Property Care

List Of Services - Beginner to Expert

- A compact list you can use as a reference to pick your first list of offers
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At the end of each Module there is a Recap/Checklist to go through

To help you stay focused and on task. I highly recommend going through each step accordingly.

BEFORE WE BEGIN - SPECIAL OFFER

1 On 1 Consulting: Solving Your Issues So You Can Make More \$\$\$

I am temporarily offering 1on1 consulting if you want to discuss anything specific, ads, tools, website building etc. My years of experience distilled into an easily digestible guide was not easy, and there's so much more I want to teach but it gets so case specific that this guide would be too long. All that to say, I'm here to help you thrive. If you're interested, schedule a call with me using the link in the email that delivered this guide, and we'll talk soon.

Let's get started