

## MODULE 2: ADS, COMMUNICATION AND PROFESSIONALISM

### 1. ADS: GETTING PEOPLE TO CALL/TEXT/EMAIL YOU

I'm going to keep this really simple so you can start right now, and start making money. You need to start and see how easy this is, that will motivate you to keep going and earning more and more, gamifying your income and loving life.

#### Ways To Advertise

Advertising is as simple as putting your name, your number, and what you offer in a place online or in person so people can know about you, what you do, and call you to pay you to do the job

#### Where To Start

1. **Text everyone** you know, grandpa, aunt, uncle, friends friends. You need to let people know what you can do, so message the people you have in your phone. Here's a short, friendly text you could send to your contacts that feels personal but still professional

- **Option 1 — Friendly & Direct**

Hey [Name], hope you're doing well! Just wanted to let you know I've started offering handyman services here in [your area]. If you (or someone you know) needs help with repairs, installs, or odd jobs, I'd be happy to help. You can call or text me anytime at [your number].

- **Option 2 — Short & Casual**

Hey! I'm now offering handyman services in [your area]. Let me know if you need help with repairs or projects — or feel free to pass my info along. [Your number]

- **Option 3 — Slightly Promotional**

Hi [Name], I've started doing handyman work locally and have openings this month. I handle repairs, installations, and general home projects. If you need help or know someone who does, give me a call or text at [your number].

2. **Craigslist Advertising:** Create an ad for \$5, make it the best handyman ad on there, and you'll get all the business. I go into depth on this in **Module 4** because this has been my main money maker.

3. **Local Paper** - Yes people still read the paper, especially boomers who are too old to want to or able to do the random things to upkeep their home. They need a scrappy young fellow, a trustworthy young man (or women) they can trust to come help them out. Find out a way to advertise in your local paper.
4. **Facebook post**. Similar to texting everyone, make a facebook post letting people know what you offer.
5. **Business Cards**: Make some cards or fliers (100 cards for \$20 on vistaprint.com) and go put them on peoples cars, homes, in businesses, restaurants. Be friendly and get your info out there. People need help. And you need to not be broke.
6. **Nextdoor app**: this is great especially in cities and heavily populated areas. Create a presence on that app, make a nice profile, and let people know what you do. You can also make a business page and pay to have ads run on the app.
7. **Community Bulletin Boards**: Look for boards in grocery stores, libraries, laundromats, or hardware stores. Pin a flyer with tear-off phone number tabs.
8. **Yard Signs**: Make a simple sign ("Handyman Services – Call [Number]") and place it at busy intersections, near job sites, or in your own yard if zoning allows.
9. **Local Facebook Groups**: Join neighborhood or "Buy/Sell/Trade" groups and post about your services. Be friendly and engage in the group — don't just drop ads.
10. **Partner with Local Businesses**: Ask real estate agents, property managers, or small shop owners if they can refer you in exchange for you referring them.

**They need your list of services, name, phone number, email and that's it. Dress it up with pictures and videos, make yourself attractive, warm and friendly in your advertising, and you'll get clients all day long.**

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## **2. Clients, Clients, Clients**

**There's a few different types of clients:**

Wealthy tech Millennials - Not handy at all, need help with practical, easy home repairs

Baby Boomers - Handy, but too old to do the work, happy to pay an ambitious hard working man

Single Women - Some may be handy, but overwhelmed by doing anything extensive. Happy to pay and often the best to work for.

Real Estate Agents/Managers - Often the worst to work for. Stingy on price, always wanting the cheapest, fake friendliness. Not always, but most often. Up side is they usually have

plenty of work.

### **Client Info:**

You want to get their

- Cell Number (for easy contact)
- Email (for sending your estimate and invoice to)
- Address (so you know where the job is)

I keep a simple google doc with all my clients info in that order

- Name - Phone - Email - Address

Having everything in one place is essential. Information can stack up and get lost in your notes on your phone. Keep everything as organized as possible.

### **Your Ideal Client Is**

Someone who has the work you want to do, is happy to pay, and trusts you to do the job. That's it. Everything else is just details for details sake.

Work for people you jive with, do great work for them, keep them happy, and you will be busy with them, their friends, and referrals.

### **My Communication Style**

These are simply examples of how I communicate. This guide is not meant to teach you everything to say for every single scenario, but I'll show you what I do in some scenarios and you can get the gist. Adapt the same attitude and communication style and you will do great!

#### **● When I Schedule The Job**

"I will reach out the day before to confirm we're good to go, thanks!"

#### **● The Day Before The Job:**

"Hey just confirming I'm good to come out tomorrow at 8am"

#### **● Before I Start Work:**

"Hey, I'm on my way, ETA 7:50Am"

#### **● If I'm Running Late:**

"Hey [Name], just a heads-up — I'm about 20 minutes out. Still on my way and ready to go."

#### **● When I Finish:**

“All done! Want to take a quick look while I clean up?”

- **After They Pay:**

“Thank you so much — really appreciate the work. Let me know if you ever need anything else.”

### **Daily Habits That Make a Big Difference**

- I give them an arrival time and stick to it
- I show up 10 minutes early — always.
- I park respectfully and walk in with a smile.
- I wear clean work clothes — simple but professional.
- I keep my tools clean and organized.
- I thank the client before I leave and follow up with a quick text the next day.

### **3. My Personal Code (What I Stick To)**

If you come across as busy, desired, and booked, people will want you more. Because it's a sign you are good at what you do and are reliable. Even if you are just starting out, here's some key things you can say to give the impression your time is valuable.

### **Scheduling**

“I should be able to make time to come out sometime this month (or week) to get the job done, let me check my schedule. When works best for you?”

“I've been staying very busy, a lot of people need a lot of help, and I love doing it for them!”

“I'm booked out for about 2 weeks but I'd be happy to come take a look sometime this week in the afternoon if that works for you. And if I have a cancelation I can come sooner”

I could write so many more but I don't need to. You need to become the type of person who is high value, great at communicating, and making clients happy by doing amazing, clean work.

Use these examples to uncover the correct energy to embody, and build your own character. Find your way of communicating wonderfully.

### **4. Warnings and Insights**

Some people are crazy, don't work for them. If your gut says no, listen. You were fine before the job landed on your lap, don't be desperate, another one will come

Don't do 24/hr communication. Have a hard cutoff time. If someone out there wants to text a handyman at 9pm, good for them. You can call or text them back at 8am.

Carry yourself with a "don't f\*ck with me" mentality, be no nonsense, life is too short. People will respect you if you respect yourself and your time.

Be extremely kind. Even if you show up to a job and the person is a crackhead, and you know for sure you won't work for them because of whatever reason, be kind. Find a way to make their day. Hear them out.

Don't judge too quickly. My best client ever was a total blindside. My initial note I took for her after checking out the job was "Probably hard to please, and not the best fit".. Boy was I wrong. She turned out to be the best client ever, so happy with my work, happy go lucky person. Offered me coffee and snacks all day long and kept the work coming.

Don't Be Lazy. If you want money then you need to work. You can be more picky as time goes by, but in the beginning stay humble and willing to serve anyone (unless your gut screams RUN)

The great thing about handyman work is you get to meet so many different people, and doing small jobs, you're only committing yourself to a day or two max at any given job. If the client rubs you the wrong way or gives red flags, just don't go back

If the client doesn't want to pay you, count it as a donation from you to them, and never go back. Some people are really selfish and problematic, this is why trusting your gut is so important. Find people who are happy to pay you.

## 5. The Best Clients

Other handyman guides try to sell you on the idea that there is a specific type of person that is the best to work for. The fact is, the best client can appear as anybody. Young, old, fat, skinny, wealthy, middle class. Doesn't matter.

But these are the best characteristics I've noticed I appreciate the most in the people I choose to work for.

- **Generally happy** (grumpy people are never satisfied)
- **Willing to pay**, never second guessing your worth or pricing
- **Home owners**
- **Respectful of your time** – they don't expect you to drop everything for "just a quick thing."
- **Clear communicators** – they know what they want done, or they trust you to figure it out.
- **Repeat business mindset** – they think of you first when something else comes up.
- **Referral givers** – happy to pass your name to friends and family.

- **Pay on time** – no chasing down invoices or “I’ll get you next week” games.
- **Value quality over cheapness** – they’d rather have it done right once than cheaply twice.
- **Pleasant to be around** – you’ll spend hours in their home, so it helps if you actually like them.

**If you want the best clients you need to be the best you. If you don’t eat healthy, start. If you are negative, try a no negativity 24hr challenge. If you stink, shower. Simple shit leads to big money.**

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### **Story: The Power of Showing Up Right**

Construction workers are known for being dirty, grumpy, and selfish. If you show up clean, happy, and dedicated to getting the job done beautifully you will be in business for a long time.

Ever since I started I’ve been told by clients “Really appreciate the communication” and “Wow you’re here on time” and “Dang, you even cleaned up!”

Simple easy things that are really just common sense, but so few self employed handymen carry themselves respectfully and do business gracefully. I stand out by doing the basic things, it’s so easy to win these days.

### **Module 2 RECAP - Checklist**

- **Get your name, number, and offer out there, do whatever it takes.**
- **Pick 1 or 2 ways of advertising (I recommend Craigslist and Local Paper) and start landing jobs**
- **Work on having great communication. People appreciate it more than you think.**
- **Keep yourself in good shape, clean clothes, well rested, and being happy attracts the best high paying clients**
- **Watch for the crazy people**
- **Attract the best clients (and keep them by being the best you)**