

## MODULE 4 - ADS IN DEPTH - GETTING REVIEWS & LEGAL SETUP

In this final module, I'll walk you through the key things that kept me booked and growing — even in the early days when I was just starting out. From simple Craigslist ads to tracking job times and quoting with confidence, this is how you build long-term success as a solo handyman.

### 1. How I Used Craigslist to Get My First Clients

I posted every day or two in the 'Skilled Trade Services' section with a very clean, non-needy tone. I wasn't begging for work — I simply told the truth: I'm a reliable, clean-cut, trustworthy guy who can take care of the problem. I included a clear list of services, links to my website with real reviews, and photos of my work. The key was making the post feel like it came from a professional — not someone desperate.

People browsing Craigslist want someone they can trust. Your tone should be confident, humble, and clear.

Go on craigslist and look at the other handyman ads (if there are any) and simply make yours better. Better pictures, better wording, link to website, youtube channel. If you make your ad the top of the crop then you will get the work. Super simple. And most handymen are too lazy, drunk, or high to sit down and defeat the competition by making a website, a cool video, or simply a better worded ad.

Improve your ad throughout the months and years, and you'll always get calls.

One of my earlier ads looked like this:

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Looking for work. I'm based in \_\_\_\_ and serve clients all the way from \_\_\_\_, to \_\_\_\_\_. I have great contacts/references to assure you I'm the man for the job

I can pretty much do it all. If you need creative solutions I'm your guy.

-Interior -

Flooring

Painting

Drywall

Wall patching and repairs

Texturing

**Texture Matching**  
**Trim/Molding/Baseboards**  
**Light Fixtures**  
**Accent Walls**  
**Doors/Windows (Install/Replacements)**  
**Appliance Installations**  
**TV Installations**

**-Exterior-**

**Fencing - Install and Repair**  
**Gardens (I have plant knowledge and know how to grow without gophers destroying your food)**  
**Irrigation**  
**Green Houses - builds/assemblies**  
**Chicken Coop - builds/assemblies**  
**Decks**  
**Carpentry**  
**Dry Rot Repair**  
**Siding (Repair/Install)**  
**Roofing**  
**Flashing**  
**Painting**  
**Caulking**  
**Log Cabin/House Maintenance & Repair**  
**Retaining Walls**  
**Brick work**  
**Masonry, stonework**  
**Pathways**  
**Landscape**  
**Stairs (For those hillsides on your property you don't want to fall down)**  
**Tree work**  
**Property Cleanup & Hauling**

**-Additional Skills-**

**Moving heavy objects (I've got a strong body)**  
**Creative Design**  
**Milling Lumber**  
**Custom Furniture**  
**Murals and specialty work (interior and exterior)**  
**Videography**  
**Photos for Listing Property**  
**Acrylic Landscape/Seascape Painter**  
**Musician**

**I'm proud of my common-sense and ability to work hard. Email, call or text Adam if you have any work that needs to be done. I'm happy to come out, meet and see if I can help you out.**

**Youtube Channel: @RevivedCraftsman**

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Simple, straight to the point, trustworthy. Add pictures and a link to social media/website and you're good to go.

Craigslist automatically provides your phone number and email so that's why you don't see it included in my ad.

## Pictures For Your Ad

Create before and after pictures like these, and add screen shots of your reviews (see examples)



## 2. Getting Reviews

Okay, this is really simple. Do a great job, when the client happily pays you, and thanks you, at that peak satisfaction moment, ask them to leave a review for you. Tell them it helps a lot and makes it so people don't need to call references, they can just go look at reviews.

You can gather reviews

- On your own website (hard)
- On your Facebook page (easy)
- On Yelp
- Google Business

## Do This At The End Of the Job

1. Ask your happiest clients at their happiest moment to leave a review (they are your number 1 fans and will write an amazing review for you)
2. Send them a link right away with your page where they can write a review
3. Use your reviews as proof on your ads. Take screen shots of your reviews and post on your craigslist ad



## 3. Legal & Business Setup

### Disclaimer:

I'm not going to tell you exactly how to set up your business legally, as it totally depends on where you live, how much you want to earn, and what kind of jobs you want to do. But here's a basic outline of things you might want to consider for the future. **Note**, you can do none of these at first if you're doing very simple, under the table, handyman work. People need help and you're available to help them. Use your own discretion.

### **1. How I Set Up My Business (The Simple Way)**

I didn't overthink it. I just got started. I set up an LLC for protection and professionalism, but you can start with a sole prop or DBA and upgrade later. Don't let paperwork stop you from making money.

### **2. Business Bank Account & Invoicing**

I opened a free business checking account and kept my handyman money separate from personal stuff. Makes taxes easier. I use simple Google Docs for invoices, or PayPal/Square if I want to accept cards.

### **3. Insurance – Peace of Mind for Cheap**

I use general liability insurance. It's not expensive and it protects me in case something goes wrong. Some clients require it, and it shows them I take my work seriously. Start with the minimum — just have something.

### **4. Local License or Permit?**

Every state is different. In Hawaii, I stay within the limits of what doesn't require a contractor's license. Know your state's handyman limits and play within the rules. You can do a ton of profitable work legally without a license.

### **5. Client Agreements & Job Scope**

Before I start a job, I confirm what I'm doing, how much I'm charging, and how I want to be paid. If it's bigger, I'll write it down in a simple agreement. This keeps everyone on the same page and avoids misunderstandings.

### **6. Tracking Income Without the Headache**

I track everything in a simple Google Sheet — date, client, job, price, and if they paid. I set aside 20–30% of income for taxes and keep it moving. It doesn't need to be complicated.

## **Module 4 RECAP - Checklist**

- **Write a competitive ad**
- **Get calls because your ad is the best**
- **Use my ad example as your beginner template!**
- **Get Reviews from your happiest clients at their happiest moment**
- **Get legal (keep it simple to start)**