

Bonus Module – Make More \$\$\$ By Recording Your Jobs & Building an Online Presence

Position Yourself As The Top Of The Crop

If you have videos online of you doing work and explaining what you're doing, you immediately defeat any competition. Add some humour to your content, and MY DUDE, you will attract the exact clients perfect for you

Wherever you advertise, encourage people to go to your Website, Facebook, Youtube to learn more about you and your services, and to see reviews.

You really have no excuse, if you have an iphone, go to goodwill and get a tripod for \$10. Clear some space on your phone and record the jobs.

Website

Having your own website sets you apart as a professional, especially if you're working with higher-end clients or want to eventually raise your rates. It gives you a place to show off your work, list your services, and collect reviews — all in one place.

Craigslist doesn't allow videos, just pictures. So build your website, display some videos of your work, and get more personal. The goal is for them to feel like they know you before you even get the call. This way they seek you, and feel lucky to have you, rather than treating you like just another untrustworthy handyman

Check out my website: mauimastercraftsman.com and revivedcraftsman.com to see what I did. You can buy the template if you want, find that offer in the email that delivered this guide to you.

Why a Website Matters

When I started, I noticed right away that people trusted me more when I had a clean website. Even if they found me through Craigslist or word of mouth, they almost always checked my site before reaching out.

Your site becomes your digital business card. It shows that you're legit, organized, and easy to contact. It also gives you a place to collect Google reviews, link to your booking form or course (if you launch one), and build your brand long term.

What I Used

It's a learning curve, but it's worth it.

I personally used WordPress and hosted it through A2 Hosting. It seemed to be the most affordable option at the time, and it gave me full control to customize and update things as I learned.

There are lots of other options out there — like Wix, Squarespace, or even just a landing page tool like Beehiiv if you're starting simple. The important thing is just to get something up that shows who you are and what you do.

What to Include

Your site doesn't need to be fancy. Start with:

- A short About Me section (just be real and human)
- List of your services
- A few before/after photos or finished jobs
- A contact form (even just Google Forms works)
- Testimonials or reviews

You can always add a blog, booking page, or product store later.

My Tips

- Keep it simple and clean
- Use real photos of your work — no stock images
- Don't overthink design — just be clear and easy to contact
- Add your phone number and email in a big font right at the top

If you're stuck, YouTube has tutorials on everything. Or just ask someone to help set it up — it's a one-time investment that keeps paying off.

Bonus: Make Simple Videos to Win Clients

One of the best ways to stand out and win trust is by showing your work in action.

A simple timelapse of you painting a room, laying flooring, or building a fence does more than a picture ever could. It shows people that you're clean, focused, and skilled.

Use your phone and a cheap tripod. Set it in the corner and let it run while you work. Speed it up using a free app or in your phone's gallery, and post it to your website, Facebook, or Instagram.

You can even record short before/after walkthroughs with your voice explaining what you did. Be real. Don't try to be a salesman. Just show your work and speak honestly — people love that.

You don't need to be an influencer. Just take a few minutes here and there to document the process. It makes you more trustworthy and shows pride in your craft — and it helps you market without having to sell.