



ELEVATE MEDIA

The 3-Step Blue-Collar Playbook

How Blue-Collar Businesses Can Land Local
Leads Without Spending a Dollar on Ads

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Introduction - You're Being Lied To

Most marketing agencies want you to think ads, fancy funnels, or expensive websites are the answer. But for local, blue-collar businesses? That's not true.

The fastest, most reliable way to get customers:

- ✓ Show up when people search for you
- ✓ Build trust before they ever call you
- ✓ Make it stupid-easy for them to hire you

This playbook is the exact 3-step system that lets you do that — for FREE.

If you follow it, you'll set up the same foundation we build for our paying partners — the same foundation that can scale your business past 6-figures profit.

STEP 1 — Google Business Profile: Show Up First

Goal: Rank in the top 3 for “[SERVICE] near me” in your town(s) and drive direct calls.

A) Set It Up Right (10–15 min)

- Go to business.google.com → claim/verify your listing.
- Primary category: pick the most specific (e.g., Lawn care service, Landscape designer, General contractor).
- Additional categories: add relevant, non-spammy ones (e.g., Tree service, Excavating contractor).
- Service areas: list cities you truly serve (8–15 max).

B) Fill Every Field (Don't skip)

- Business name: real name only (no keyword stuffing).
- Hours: accurate; add holiday hours.
- Phone + Website: add both.
- Services: list each service + short description (and starting price if possible).
- Business description (750 chars):
 - “We provide [services] in [city/area]. Our team specializes in [top 3 jobs]. Fast estimates, reliable scheduling, and quality workmanship. Call for a free estimate.”

C) Photos & Media (Trust Builders)

- Upload real photos: trucks, team, before/after, job sites, equipment.
- Target: 10–15 photos to start, then 2–3 new each week.
- Captions: “[Service] in [Neighborhood/City]—before → after.”
- Add short videos (10–30s walkthroughs or drone pans).

STEP 1 — Continued...

D) Weekly Google Posts (yes, like mini-updates)

- Post 1–2×/week: job highlights, seasonal promos, tips.
- Format: 1 photo + 2–3 sentences + CTA (“Call for a free quote”).
- Example: “Drainage fix in Minnetonka—no more yard puddles. Booking this week. Call now.”

E) Turn on Lead Features

- Messaging: enable, set auto-reply: “Thanks! We’ll text back in a few minutes.”
- Booking link: point to your estimate form.
- Q&A: seed 5–7 genuine FAQs (answer them yourself).
- Products/Services: add your core services as “products” with photos & descriptions.

F) Reviews (Your #1 Ranking & Sales Lever)

- Ask every happy customer.
- Make it easy: text a short link/QR code right after the job.
- Script: “If we earned it, could you leave us a quick Google review? It helps a ton. Here’s the link. Thanks so much!”
- Reply to all reviews within 24–48h (even the bad ones - stay calm, professional).

GBP Weekly Routine (30 minutes total)

- Add 2 new photos
- Publish 1 post
- Request 3–5 reviews
- Reply to all reviews & messages
- Check rankings for 3 target searches

STEP 2 — Social Media: Build Trust That Sells

Goal: Stay top-of-mind locally and build your brand (so price shoppers self-select out).

A) Platforms & Rhythm

- Pick 2 platforms (Facebook + Instagram; add TikTok if you're filming often).
- Post 3–5×/week. Stories most days if possible.

B) Content Buckets (rotate them)

1. Before/After: your #1 converter.
2. Job Stories: 20–45s clips—what was wrong, how you fixed it.
3. Proof: reviews, messages, testimonials, “another happy customer.”
4. Tips: seasonal advice, quick maintenance wins.
5. Team/Behind the Scenes: human + trustworthy.
6. Offers/Availability: “2 openings this week—DM ‘QUOTE’.”

C) Captions That Sell (plug-and-play)

- Problem → Fix → Result → CTA
- “Soggy yard in Maple Grove? We regraded and installed drains—now it’s usable year-round. Need the same? DM ‘DRAIN’.”
- Social Proof → CTA
- “5-star review from John in Plymouth. Booking next week—comment ‘QUOTE’ for a free estimate.”
- Availability → Scarcity
- “2 spots left for Friday stump grinding in Edina. First come. Text ‘STUMP’ to (952) 123-4567.”

STEP 2 — Continued...

D) Local Reach Boosters

- Tag neighborhoods, suppliers, partners.
- Use local hashtags: #YourCity #YourService #NeighborhoodName
- Post in local groups (where allowed) with value, not spam: before/after's + clear CTA.
- Ask customers to tag you when they share finished work.

E) DM & Comment SOP (Speed-to-Lead)

- Reply within 5 minutes when possible; always within the hour during business hours.
- Use quick replies:
 - “Thanks for reaching out! What’s your zip code + a quick description? We’ll get you a fast estimate.”
 - “Got it—can you send 2–3 photos? We’ll recommend the best option + next steps.”

30-Day Content Plan (example)

- Mon: Before/after
- Tue: Tip (seasonal)
- Wed: Job story (short video)
- Thu: Review screenshot
- Fri: Availability/offer post
- Sat/Sun: Story: behind-the-scenes, gear, team

STEP 3 — Website: Turn Clicks Into Booked Jobs

Goal: When someone lands, they should know who you are, what you do, where you serve, why trust you, and how to book—in 5 seconds.

A) Home Page Layout (above the fold)

- H1: “[Service] in [City] — Fast, Professional, Fair.”
- Subhead: “Get a free same-day estimate. No pressure.”
- Primary CTA buttons: “Call Now” + “Request Estimate” (sticky on mobile).
- Trust strip: ★★★★★ (Google rating) + “100+ local jobs completed” + “Fully insured”.

B) Core Sections

1. Services (cards) — each links to its own page
2. Before/After gallery
3. Reviews (embedded from Google)
4. Service Areas — list cities/towns
5. Guarantee/Why Choose Us — simple, honest
6. FAQ — pre-answer objections (pricing, timeline, process)
7. Footer — NAP (Name/Address/Phone), license/insurance, hours, links

STEP 3 — Continued...

C) Service Pages (critical for SEO)

- One page per service (e.g., Drainage Solutions in [City]).
- Structure:
 - H1: "Drainage Solutions in [City]"
 - 2–3 paras: problems you solve, outcomes clients want
 - 3–5 photos (before/after)
 - Bulleted benefits ("No more puddles," "Protect foundations," "Use your yard again")
 - Mini-FAQ ("How long does it take? Cost range?")

D) Speed & Mobile

- Aim for <2s load on 4G.
- Compress images; avoid bloated themes; lazy-load galleries.
- Test on your own phone—does it feel instant?

E) On-Page SEO (simple + effective)

- Title tags: "Service in City | Business Name"
- Meta descriptions: plain-English benefit + CTA.
- Use "[Service] in [City]" naturally in H1/H2 and first paragraph.
- Add your city in image alt text where it makes sense.
- Add an embedded Google Map on the Contact page.

F) Tracking (without fancy software)

- Install Google Analytics 4 + Google Search Console.
- Track button clicks (Call/Estimate) as events.
- Use a unique "tel:" link on the site so you can count click-to-calls.
- Use a simple lead log (Sheet) to record lead source (GBP, site, social, referral, phone).

Advanced Multipliers – How to Scale The System

Once your foundation is set (Google + Social + Website), it's time to scale.

- Local backlinks. Partner with local suppliers, write a short article, and have them link to your site. Google loves this.
- Automated follow-up. Use a CRM or even just text templates. Every missed call or form submission should get a quick response. Speed wins jobs.
- Seasonal campaigns. Push seasonal services with urgency (spring cleanups, winter prep).
- Retargeting ads (OPTIONAL). After you've got organic traffic, ads can retarget visitors who didn't call.
 - *SIDE NOTE: This is the only recommended time to invest in paid advertising. Most businesses jump into ads too early without these fundamentals in place, which wastes money and delivers poor results.

Common Mistakes to Avoid

- ✗ Buying fake reviews — Google WILL catch you.
- ✗ Inconsistent posting — Google & clients assume you're not active.
- ✗ Ignoring mobile website design.
- ✗ Letting agencies hold your domain/Google listing hostage. (Always own your stuff.)
- ✗ Thinking ads will fix everything — without this foundation, ads just waste money.

Testimonials From Blue-Collar Business Owners

“We trust no one else to handle our social media and website, we have become friends over the last year talking nearly everyday on improvements we can make. We would not be what we are today without you!”

-CJ Patten, Patten's Delivery & Removal

“Elevate Media did an excellent job creating a website for my landscaping business. They went above and beyond with every aspect of the site. I am very happy with the outcome it looks professional and appealing. We are receiving more leads because of the quality website we now have. Thanks!”

- Tyler Hill, Legacy Lawn & Landscape, LLC

“I was finally able to buy back my time, and enjoy the things I love doing, like walking my dog and taking vacations.”

-Jackson Turner, Turner Landscaping, LLC

Your Next Step

Now you've got the playbook. You can:

1. Follow it step by step and crush it on your own (for FREE).
2. Or, if you'd rather skip the trial-and-error, we'll implement the whole system for you.

Either way - the system works. **Now go make some money!**