MotionOps

CONTRACTOR STARTER HUB · GET YOUR FIRST CUSTOMERS

Customer Scoring Sheet

Score the customer groups you could serve, check the winner with five real people, then turn it into your lead services and a one-sentence offer. Fill it in this week.

1. Score the customer groups you could serve

Most new contractors could serve two or three groups: homeowners, landlords and property managers, other contractors, small businesses. Score each from **1 (poor) to 3 (good)** using what you know from past work and from asking around. Leave a score blank if you don't know it, and find out before you decide.

Question	Group A: _____	Group B: _____	Group C: _____
Typical job value			
How often they hire again			
How fast they pay			
Travel time between jobs			
How easy they are to reach			
Work you're good at and want more of			
Total			

Example for a handyman or service tech: Homeowners, repairs: 14. Property managers, turnovers: 14. Homeowners, maintenance plans: 13. A tie, so property managers win: they hire again more often, and repeat work fills your calendar without new marketing.

Decision rule: lead with the highest total. On a tie, pick the group that hires again more often. If that's also a tie, pick the one you can reach this month: the group where you already know someone.

THE GROUP I'LL LEAD WITH

WHY (HIGHEST TOTAL, OR THE TIE-BREAK)

2. Check it with five real people

Talk to five people in the group you picked: past customers, a property manager you've worked near, neighbors, friends of friends. Ask, then listen:

1. "The last time you hired someone for [service], how did you find them?"
2. "What made you pick them over others?"
3. "What annoyed you about the job or the contractor?"
4. "What would make you hire the same person again?"
5. "How would you describe what you needed, in your own words?"

Person	1. How they found them	2 and 4. Why they picked them, would hire again	3. What annoyed them	5. Their exact words

If three of the five don't fit your profile (they hire through a platform you don't use, or want work you don't do): go back to the scoring table.

3. The services you'll lead with

Two or three services: the ones that fit the customer you picked and that you want more of.

Service (in the customer's words)	What's included	What's not	Why it fits this customer
Example Unit turnover repairs	Patching, touch-up paint, fixtures, doors, minor plumbing	Flooring replacement, appliances, permitted work	Recurring; one manager, many units

BY REQUEST: EVERYTHING ELSE, MENTIONED WHEN SOMEONE ASKS

4. Your one-sentence offer

Pattern: **I help [customer] with [service] in [area], so they [result they care about].**

Example: "I help property managers in [city] turn over units with same-week repairs, priced before I start, so units are ready to rent sooner."

MY OFFER

- [ ] It promises only what I can deliver (no "same-day" unless I can do it most days)

- [ ] I read it out loud, and a friend could repeat it back after hearing it once

5. Turn the offer into your marketing text

Use the same words everywhere: a manager who sees "unit turnover repairs" on your card and your Google profile knows they found the same business.

Where	What to write	Yours
Homepage headline	Service + customer + area	
Three bullets under it	What you do, how you work, why it's safe to hire you ("Licensed and insured" only if true)	
Call to action	One clear next step, e.g. "Request a price"	
Google Business Profile services	Each lead service as its own entry, with a one-line description	
Card and truck	Business name, service in four or five words, phone	