MotionOps

CONTRACTOR STARTER HUB · GET YOUR FIRST CUSTOMERS

Proof Sheet Template

Gather what a careful customer looks for before you have many reviews, then type sections 1 and 2 into one page and save it as a PDF to attach to every estimate. The messages below go on your phone.

1. Three proof points, each true and checkable

Your years in the trade count, even on someone else's crew. What doesn't hold up is presenting your old employer's work as your own business's work.

Proof point	Accurate, for example	Yours
Years and type of experience	"12 years as a plumber, the last 6 as a lead service tech for a regional company"	
One license or certification	"Licensed in [state], license #[number]" or "EPA Section 608 certified"	
One specialty		

Misleading: "12 years in business" when the years were on someone else's crew. An old employer's photos captioned as your company's work. Someone else's license number, or "licensed" when your trade isn't. "Certified" with no detail.

2. The proof sheet: what goes on the page

YOUR OFFER IN ONE SENTENCE (FROM THE SERVICES AND IDEAL CUSTOMER LESSON)

Your three proof points from section 1. **Reviews** only once you have them: until then, leave that section out instead of filling it with anything that isn't a real customer's words.

Photos of work like theirs (three to six)	Job	Permission, in writing, on

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LICENSE NUMBER

LINE TO PRINT: "CERTIFICATE OF INSURANCE AVAILABLE ON REQUEST."

How the job works, a few words each:

Estimate	Deposit, if any	Scheduling	The work	Cleanup	Final walkthrough	Invoice

3. Credentials ready to send

- [ ] License record checked on my state licensing board's website: right name and status
- [ ] Asked the board whether the number must also go on ads, contracts or my vehicle
- [ ] Certificate of insurance (COI) requested from my agent: policies, limits and dates on one page
- [ ] Asked how fast they issue one, and whether they can name a customer or property manager as certificate holder
- [ ] Policy not posted online: I send the certificate on request
- [ ] Same business name, phone and service area on website, Google profile, estimates and invoices

4. Photo permission message

Photograph every job from now on, before, during and after, from the same spots. Ask at the end of the job, and keep the answer in writing.

> SENT TO: _____ ANSWER SAVED: YES / NO
>
> Thanks again for having me on the [water heater] job. Would you be OK with me using a few photos of the finished [install] on my website and Google profile? No address, no faces, nothing personal in the shot. Just reply yes or no; either answer is completely fine.

Older work for an employer: ask the employer first, and caption it honestly, e.g. "jobs I led at my previous company."

5. Review request, the same words for every customer

> SAY IT AT THE FINAL WALKTHROUGH
> Would you leave an honest Google review? It really helps a small business like mine. I'll text you the link.

MY GOOGLE REVIEW LINK (SAVED ON MY PHONE)

- [ ] Ask every customer, not only the happy ones
- [ ] Offer nothing in return: Google allows no incentives at all for reviews
- [ ] Don't ask family or workers
- [ ] Never pressure or threaten anyone
- [ ] Text the link the same day; one reminder a week later at most

6. Answer every review, including the bad ones

Thank them, state what happened without arguing, say what you did or will do, and offer to talk offline.

> Thanks for the feedback, [Name]. You're right that [we finished a day later than planned, and I should have called you that morning instead of texting]. [I've changed how I handle schedule changes.] I'd be glad to talk if there's anything else I can do.

Rules: If a review breaks Google's policies, report it to Google. Don't accuse the reviewer of lying in your reply. This summarizes FTC and Google rules in plain words; it isn't legal advice. If you're unsure, ask an attorney.