



FIELD GUIDE · HOME SERVICE · NATIONAL

Local Service Visibility Playbook

Camera-roll content, a cadence you can keep, review asks that feel human,
and buying-intent awareness — for owners who still run jobs.

We're on Fire for Implementation

Business engineer · DIY plans + clear DFY price ·
strategy.implifire.com

Perfect for the owner still on calls who also runs
the whole shop — one person doing the job of
~10.

What's inside

Skim once. Run one chapter for a week. Stack the next only after that habit sticks.

00	How to use this guide	2
01	Visibility Is a System, Not a Post	3–4
02	Your Camera Roll Is the Content Studio	5–6
03	The 3× Week Cadence (That Owners Can Keep)	7
04	Before/After Posts That Don't Look Like Ads	8–9
05	Tip Content That Builds Trust	10
06	Review Asks That Feel Human	11
07	Proof Stack: Reviews, Photos, Process	12
08	Maps vs Social (You Need Both)	13
09	Buying-Intent Awareness	14
10	After-Hours and Missed-Call Reality	15
11	Seasonal Hooks Without Fearmongering	16
12	What to Stop Doing	17
13	30-Day Implementation Plan	18
14	When to DIY vs Get Help	19
—	Closing — Offers, plainly	20

CHAPTER 00

How to use this guide

This is not a slide deck and not a pitch. It is a field guide for shops that sell work the old-fashioned way: trucks, techs, and homeowners who compare two or three options before they dial.

Skim once. Then pick **one chapter** and run it for a week. Stack the next chapter only after that habit sticks. Most of the work starts in your phone camera roll — not in a brand workshop.

WHO THIS IS FOR

Any home service business in any U.S. market — HVAC, plumbing, roofing, electrical, and the rest. National. Owners and managers who still run jobs and want visibility without becoming a full-time marketer.

WHO THIS IS PERFECT FOR

The owner still going on calls who also runs tickets, invoices, payroll, inventory, follow-ups, reviews, marketing, training, and managing — one person doing the job of ~10. Promise: better / easier / faster so you focus energy where you make profit and do what you do best.

WHO THIS IS NOT FOR

Agencies hunting for client frameworks. Brands that only sell nationally online with no trucks. Owners who want theory without checklists.

BUSINESS ENGINEER — NOT CONSULTANT

We assess what's weak vs what's sound, reinforce or redesign, and leave you with DIY plans plus a clear done-for-you price. About **\$149 / ~1 hour** at strategy.implifire.com — fee credits toward any project or tools with us.

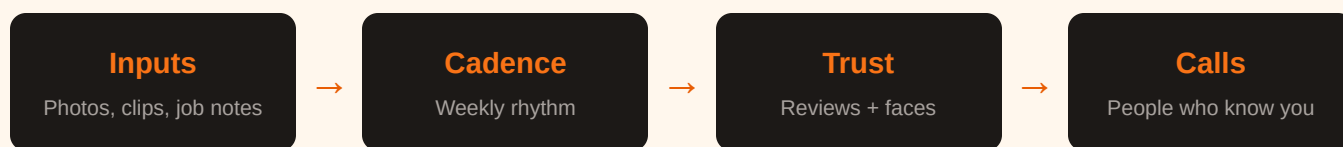
CHAPTER 01

Visibility Is a System, Not a Post

Tuesday morning. Your best tech just finished a clean condenser swap. The homeowner is happy. The truck looks sharp. Nobody takes a photo. By Friday the feed is still last month's logo graphic, and a neighbor two streets over calls the shop that posted a before/after yesterday.

That gap is not a creativity problem. It is a system problem.

Random posts are not marketing. A visibility system has four linked parts:



If any stage is missing, the rest underperforms. Name your lane before you post anything else.

CHAPTER 01 · CONTINUED



Job done → phone out → post while it's still true.

Visibility is a system you run — not a creative mood. Owners who keep the four stages linked win the quiet comparison before the phone rings.

Checklist — name your lane

- ☐ Primary trade (HVAC / plumbing / roofing / electrical / other)
- ☐ Primary geo (example: HVAC / Savannah, or plumbing / Columbus — name *your* market)
- ☐ One secondary geo you actually service
- ☐ One proof asset type you already have

STRATEGY · BUSINESS ENGINEER

Assess sound vs weak → reinforce or redesign → DIY plans + clear DFY price. \$149 hour at strategy.implifire.com — fee credits toward project or tools.

CHAPTER 02

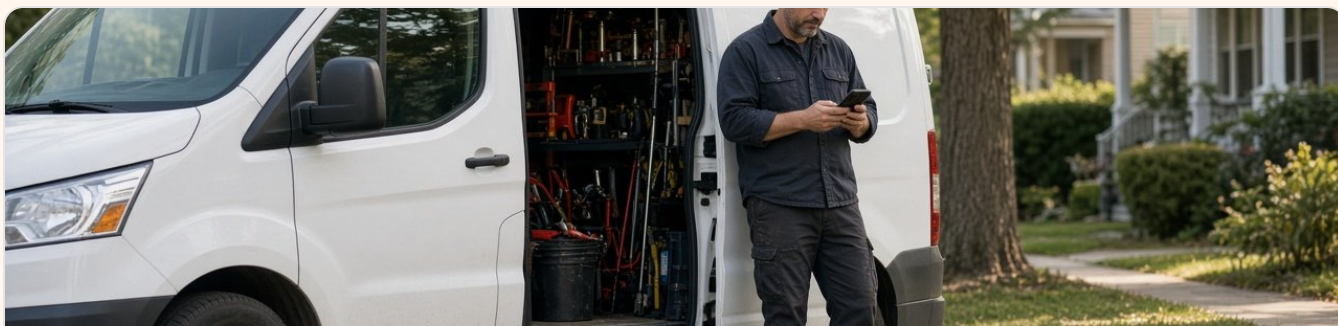
Your Camera Roll Is the Content Studio

Stock shingles look like every other shop. Real mess → real fix looks like you.

Your best marketing assets already exist in the phones of the people who ran yesterday's jobs. Homeowners need proof a real crew showed up — whether your trucks roll in Valdosta, Augusta, Macon, or anywhere else in the U.S.

The Friday 10-minute pull

- 1 Open the camera roll from the past seven days.
- 2 Pick **five** photos or short clips. Star them.
- 3 Write **one line** each: what broke, what you fixed, why it mattered.
- 4 Drop them into a shared album labeled "This week's posts."



Cadence starts at the curb — phone out before you leave the driveway.

That is enough raw material for a full Mon / Wed / Fri week — if you protect the ritual.

CHAPTER 02 · CONTINUED



Learn remote. Implement on the truck.

Do / Don't

Do	Don't
Show the mess, then the fix	Use stock shingles, pipes, or condensers
Include a face or truck when possible	Post only logos and slogans
Keep one vertical clip for Reels/Shorts	Force every shot into a square
Ask "OK to share"	Guess on privacy

Checklist

- ☐ Album or thread named for this week's content
- ☐ Five starred assets + one-line caption each
- ☐ Permission noted when a home is identifiable

SOFT PATH

Rather not own the cadence after the pull? Social Pro — start.implifire.com

CHAPTER 03

The 3× Week Cadence (That Owners Can Keep)

Three posts a week you keep beats ten posts you abandon.

Daily posting sounds productive until you are the owner who also estimates, runs payroll, and still jumps a truck when a tech calls out. Consistency beats volume.

Day	Type	Purpose
Monday	Job proof	Before/after or install
Wednesday	Tip	Diagnosis, prep, or prevention
Friday	Social proof	Review, crew, or process

Missed a day? Skip it. Do **not** catch up with four posts on Sunday.

Four-week sample ideas

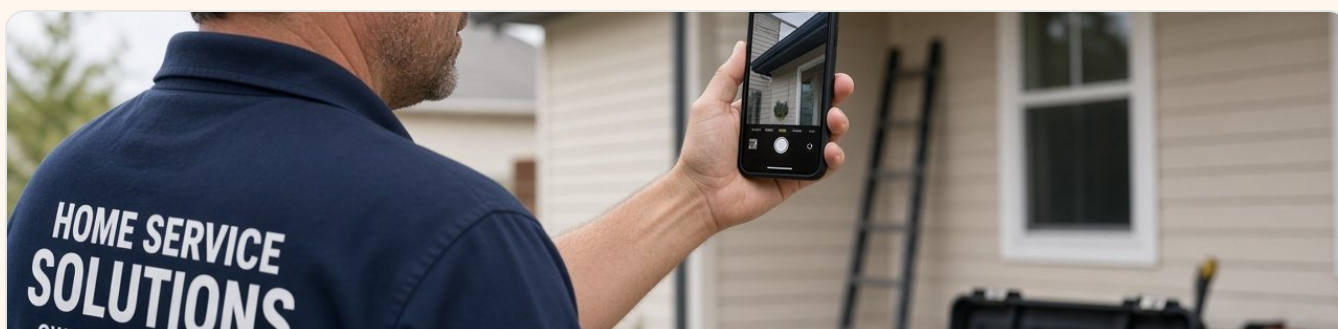
Wk	HVAC	Plumbing	Roofing
1	Condenser swap	Slab leak + patch	Storm patch
2	Filter tip	When a drip is urgent	Insurance photo list
3	Review + crew	Shoe covers / cleanup	Safe crew on pitch
4	Heat-wave tip	Freeze prep	After-storm inspection

- ☐ Mon / Wed / Fri blocked (15 min each)
- ☐ One named owner for posting
- ☐ Backup post ready · no makeup posts

CHAPTER 04

Before/After Posts That Don't Look Like Ads

Structure every proof post as **Problem** → **Fix** → **Why it mattered**. Comfort, safety, damage avoided — not a coupon scream.



Proof posts start with a real phone on a real job.

Shoot landscape **and** vertical. Vertical wins Reels/Shorts.

- ☐ Problem stated · fix shown · “why it mattered” included
- ☐ Geo named once (not stuffed) · vertical version saved

CHAPTER 04 · TEMPLATES

HVAC — CONDENSER SWAP

Old unit struggling on a 95° day. Swapped condenser, verified charge — house cooled evenly. Comfort restored. Serving [geo].

PLUMBING — SLAB LEAK

Soft spot + rising bill → slab leak. Located, repaired, pressure-checked. Early catch protected flooring. [geo] — happy to look.

ROOFING — STORM REPAIR

Wind lifted back-slope shingles. Dry-in, matched materials, sealed ridge. Calm repair beat a bigger claim. [geo] — send storm photos.

CHAPTER 05

Tip Content That Builds Trust

Aim for **diagnosis, prep, and prevention** — help the homeowner know *when* to call, not how to become you.



Storm week content writes itself — document the dry-in, then the finish.

GOOD TIP ANGLES

HVAC: Filter change frequency and dirty-filter airflow.

Plumbing: When a drip is “watch it” vs “call today.”

Roofing: Insurance photo list after storms.

Electrical: When a breaker trip is a call vs a reset.

SOFT DOOR

If you're in [geo], we're happy to take a look.

- ☐ Tip teaches a decision or prep — not a full repair
- ☐ Safety / urgency clear · soft geo line · no “CALL NOW”
- ☐ Seasonal tips saved for reuse

CHAPTER 06

Review Asks That Feel Human

Ask on-site, before the driveway exit. Text the Google link. Never guilt.

1 · TECH (ON-SITE)

“If today was easy, a Google review helps neighbors find us — I can text the link.”

2 · CSR TEXT (SAME DAY)

“Thanks for having us out. Here’s our Google link if you want to leave a quick note: [link]”

3 · SOFT SECOND ASK (72 HRS)

“Mind leaving a short review when you have a minute? [link]”

- ☐ Google link on every tech phone · Script 1 trained
- ☐ Same-day CSR text standard · 72-hr ask only if no review
- ☐ Negative feedback handled offline first

BUSINESS ENGINEER

Want this mapped once — weak points, sound structure, DIY plans, DFY price? \$149 hour · strategy.implifire.com (credited forward).

CHAPTER 07

Proof Stack: Reviews, Photos, Process

Trust stacks. Combine three layers:

- 1 **Review screenshot** — stars plus a real sentence
- 2 **Crew or truck photo** — real faces, real gear
- 3 **Process bullets** — arrival, shoe covers, cleanup, walkthrough

PROOF-STACK RECIPE

Top: Review screenshot · **Middle:** Crew/job photo · **Bottom:** Three process bullets

Homeowners compare fast — across the U.S., anywhere trucks compete. Silence loses.

- ☐ Latest five-stars bookmarked · crew photo this month
- ☐ Process bullets written once · proof-stack every Friday
- ☐ No stock faces

CHAPTER 08

Maps vs Social (You Need Both)



Visibility compounds in person too.

Maps = discovery. People search “AC repair near me” and pick from the map pack.

Social = familiarity. A living feed of jobs, tips, and reviews makes you feel known.

“We’re #1 on Maps so we don’t need social” is a myth. Rankings move. Trust compounds.

Weekly 15-minute Maps hygiene

- ☐ Add two or three fresh job or truck photos
- ☐ Confirm categories · answer one Q&A · reply to every new review
- ☐ Check hours, service area, and phone
- ☐ Note competitor claims — match with proof, not arguments

Discovery without trust still loses the quote. Trust without discovery never gets the tap.

CHAPTER 09

Buying-Intent Awareness

Buying intent means someone is looking now — not a cold list from 2019.

Most contractors only measure ringing phones and form fills. That misses the quiet middle: people who searched, viewed your profile, compared two trucks, then called someone faster or clearer.

Define your intent moments

- ☐ Emergency search (no heat, active leak, tarp-needed roof)
- ☐ Storm week / heat wave / freeze snap spikes
- ☐ Quote-shoppers collecting two or three options
- ☐ Return visitors who engaged with a tip or review
- ☐ After-hours searches when CSR is closed

- 1 List your top three intent moments.
- 2 Name one signal you can see today.
- 3 Name one signal you currently cannot see.
- 4 Decide whether that blind spot is worth a tool.

LEADWATCH

\$49/mo · leads.implifire.com — browse/compare awareness before the ring. Not a missed-call product.

CHAPTER 10

After-Hours and Missed-Call Reality

Voicemail alone is not a strategy. Speed-to-lead wins more jobs than a perfect logo.

Item	Decision
Who answers after hours?	Name a person or rotation
Speed-to-lead target	Text back in minutes — not next morning
Channel	Text first; call if they prefer
Fallback	Auto-text with a clear next step

TEXT-BACK

Got your message — we can be out [window]. Reply YES and we'll confirm.

BUSINESS ENGINEER

Missed calls = coverage hole. Text, chat, voice agents. Assess DIY vs DFY in the \$149 hour · strategy.implifire.com (credited). Browse-before-dial = LeadWatch — different hole.

- ☐ After-hours owner named · missed-call text in minutes
- ☐ Template saved · morning CSR reviews overnight texts
- ☐ Emergency vs non-emergency language agreed

CHAPTER 11

Seasonal Hooks Without Fearmongering

Be useful, not scary. One calm tip beats ten “CALL NOW” posts.

Trigger	HVAC	Plumbing	Roofing
Summer heat	Filter + airflow	Hose / faucet check	Attic vent note
Winter / freeze	Heat maintenance	Pipe freeze prep	Ice dam (calm)
Storm week	Surge awareness	Sump / backup	Tarp + photo list
Shoulder	Tune-up value	Water heater flush	Pre-storm inspection

RULE

Educate first. Offer help second. Fear last (or never). Pre-write storm and freeze posts.

- ☐ Next 90 days of hooks · one calm tip per trigger
- ☐ No threat language · soft geo line ready

CHAPTER 12

What to Stop Doing

Common money wastes look busy and feel productive.

Stop	Start
Boosting silence	3× week cadence for 30 days first
Stock-only images	Camera-roll Friday pull
Guilt-trip review asks	On-site + same-day text scripts
Ignoring Maps	15-minute weekly hygiene
Measuring only form fills	Intent moments + speed-to-lead

Cadence → proof → intent awareness → then paid amplify.

BUSINESS ENGINEER

Stop/start list tailored to your shop: \$149 hour · strategy.implifire.com — assess, DIY plans, clear DFY price, fee credited forward.

CHAPTER 13

30-Day Implementation Plan

Do this in order. Do not skip Week 1 to chase a shiny tool.

Week 1 — Inputs + first cadence

- ☐ Camera-roll pull: five assets + one line each
- ☐ Google review link on every tech phone
- ☐ Schedule three posts (Mon proof · Wed tip · Fri social)

Week 2 — Reviews live

- ☐ Tech Script 1 on every completed job
- ☐ Same-day CSR text live
- ☐ Three more posts from a new pull

Week 3 — Trust + Maps

- ☐ One tip + one proof-stack
- ☐ 15-minute Maps hygiene
- ☐ Process bullets written and reused

Week 4 — Intent + measure

- ☐ Intent moments listed · DIY vs LeadWatch decision
- ☐ Count calls, DMs, “saw you on...” · missed-call text performance

ONE-PAGE CHECKLIST

Niche + geo · Mon/Wed/Fri owner · review scripts · Maps on calendar · after-hours text · intent decision · one weekly metric

CHAPTER 14

When to DIY vs Get Help

Think of Implifire like an engineer for your business — not a consultant.

We assess where the structure is sound, where it’s weak, and what needs reinforce or redesign. You leave with DIY plans — and a clear number if you’d rather have us build it. **\$149 / ~1 hour** at strategy.implifire.com. Fee credits toward project work or tools.

DIY if you have 2–3 hours/week, a named posting owner, and you’ll run Chapter 13 for 30 days before buying ads.

Path	Best when	Where
Social Pro	Cadence handled for you	start.implifire.com · \$300/mo
LeadWatch	Blind to quiet buyers	leads.implifire.com · \$49/mo
Engineering hour	Unsure what’s weak; need DIY + DFY price	strategy.implifire.com · \$149

- 1 No time for 3× week → **Social Pro**
- 2 Cadence fine; blind to intent → **LeadWatch**
- 3 Unsure where structure is weak → **\$149 engineering hour**
- 4 Capacity + clarity → DIY with this playbook

CHAPTER —

Closing — Offers, plainly

If you want help after you've used the playbook:

Social Pro

\$300/mo · start.implifire.com

Weekly visibility cadence handled.

LeadWatch

\$49/mo · leads.implifire.com

Buying-intent awareness — browse/compare before the ring.

Business engineering hour

\$149 / ~1 hr · strategy.implifire.com

Assess weak vs sound · DIY plans + clear DFY price · fee credits toward project or tools.

Share this PDF with another owner who still runs jobs — the one doing the work of ten. One chapter implemented beats a folder of unread marketing PDFs.

We're on Fire for Implementation

Home service · nationwide · HVAC · plumbing · roofing · electrical

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