

GET MORE WORK: CONTRACTOR CHECKLIST

A simple weekly checklist to help contractors get more enquiries, win more quotes, and stop work slipping through the cracks.

Google Business Profile

- Business name, phone number, and address/service area are correct
- Main trade is clear
- Services are listed individually
- Service areas are listed
- At least 10 real photos uploaded
- Latest completed job photo uploaded this week
- Opening hours are correct
- Website/contact link works
- Business description mentions trade + area
- Old or poor-quality photos removed

Quote follow-up

- Every sent quote is tracked
- Follow-up reminder set for 2-3 days later
- Follow-up sent to every silent customer
- Quote status marked as won/lost/pending
- Reason logged if customer says no
- Old pending quotes reviewed weekly

Template:

Hi [Name], just checking you received the quote okay. Happy to answer any questions.

Reviews

- Google review link saved somewhere easy to copy
- Review request sent after every completed job
- Happy customers asked within 24 hours
- At least 1 new review requested this week
- New reviews replied to
- Best reviews saved for website/social proof

Template:

Hi [Name], glad you're happy with the work. If you have a minute, a quick Google review would really help us out: [link]

Quote quality

Before sending a quote, check:

- Customer name and details are correct
- Job address is included
- Scope of work is clear
- What is included is clear
- What is not included is clear
- Measurements or quantities are included where needed
- Timeline or estimated start date is included
- Price is easy to understand
- VAT/tax position is clear
- Terms/payment details are included
- Business logo/contact details are included
- Quote looks professional on mobile and desktop

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Referrals

- Asked happy customer for a recommendation
- Added referral line to final message
- Saved customer testimonial/photo where allowed
- Asked if they know anyone else needing similar work
- Followed up past happy customers this month

Template:

Hi [Name], if you know anyone else who needs [service], we'd really appreciate the recommendation.

Notes

Before-and-after photos

- Took before photos
- Took during-work photos
- Took finished job photos
- Got permission to post where needed
- Posted one before/after this week
- Mentioned job type
- Mentioned local area
- Added contact CTA

Template:

*Before and after from a [job type] in [area].
Finished this week for a local customer.*

Website basics

- Homepage says what you do
- Homepage says where you work
- Phone number is easy to find
- Contact form works
- Finished work photos are visible
- Page loads quickly on mobile
- Services are listed clearly
- Reviews/testimonials are shown
- Quote/contact button is obvious
- No outdated services, areas, or phone numbers

Completed by: _____

Completion Date: _____