

Local Business: Path to Your First \$1,000

Local service businesses — cleaning, organizing, tutoring, pet care, handyman work — thrive on trust and repeat visits. Your neighborhood is your market. Word of mouth is your marketing engine. The goal is to book 10-20 visits at \$50-\$100 each.

Your Numbers

Charge \$75 per cleaning visit. 14 visits = \$1,050. Or charge \$50/hr for tutoring: 20 hours = \$1,000.

Key Metric to Track: **Visits completed this week**

YOUR STEP-BY-STEP PATH

Week 1

Target: \$0 (setup week)

Milestone: Define your service and set your local rates

- Choose one service you can deliver reliably today
- Research what local competitors charge (Google, Thumbtack, Nextdoor)
- Set your rate: per-visit (\$50-\$100) or per-hour (\$30-\$60)
- Print 50 simple flyers or door hangers with your offer and phone number
- Post your service on Nextdoor, local Facebook groups, and Craigslist

Week 2

Target: \$150-\$300 (3-5 visits completed)

Milestone: Book and complete your first 3 jobs

- Distribute flyers in your target neighborhood (200-home radius)
- Tell 15 friends, family, and neighbors exactly what you're offering
- Offer a 'neighbors-only' introductory rate for the first 5 bookings
- Reply to every inquiry within 30 minutes

Week 3

Target: \$400-\$600 (8-10 visits total)

Milestone: Get repeat bookings and your first reviews

- Follow up with every past client — offer to schedule their next visit
- Ask each client to leave a Google or Nextdoor review
- Post before-and-after photos (with client permission) on social media
- Distribute another round of flyers in an adjacent neighborhood

Week 4

Target: \$700-\$850 (14-17 visits total)

Milestone: Create packages and lock in recurring clients

- Offer a 4-visit monthly package at a small discount (e.g., \$320 for 4 visits vs. \$360)
- Send a referral offer: '\$10 off your next visit for every friend you refer'
- Register on one local service platform (Thumbtack, TaskRabbit, or Care.com)
- Schedule your week in geographic clusters to reduce travel time

Week 5-6

Target: \$1,000+ (18-22 visits total)

Milestone: Cross \$1,000 and build a sustainable pipeline

- Confirm all recurring clients are on a regular schedule
- Collect 5+ reviews to build social proof for new prospects
- Raise your rate by \$10-\$15 for all new clients
- Create a simple 'services and pricing' page you can text to prospects

Common Mistakes to Avoid

1. Underpricing because 'it's just cleaning' — your time and travel cost real money
2. Skipping reviews — local businesses live and die by Google and Nextdoor ratings
3. Booking clients across town instead of clustering by neighborhood
4. Not offering recurring packages — one-off visits are a treadmill