

A CONTRACTOR'S GUIDE TO FREE LEADS

Having a consistent flow of high-quality leads is an amazing, liberating experience. Enjoy the freedom of being back on the roof instead of wasting time and money chasing leads.

So, how can you get the leads you need and keep working?

If you want a consistent flow of qualified leads, you need a way to get the attention and trust of potential customers. Show them why you're the best choice.

This guide will help you do exactly that. Follow the instructions to begin generating your own free, quality leads.

(Feel free to reach out to us if you need assistance with any of these suggestions.)

We are also available to help scale your efforts.

Local, local, local

Roofing is a local business. Don't waste time or money on customers that aren't in your service area. You need to attract local customers and lots of them!!

Here's the fastest, easiest way to generate local business leads.

GBP – Google Business Profile

Many of our customers are generating 40+ new leads every month. Just by having an optimized Google Business Profile.

Those same leads would cost hundreds of \$\$ dollars on Google ads.

1 – If you don't have a listing, consider making one.

2 – If you have a listing and your company doesn't show in the first 10 results, improve/optimize your listing.

This is easy, low-lying fruit, and **it's the best freebie** for lead generation.

To set up your Google My Business profile today, follow these [instructions](#).

Notes About Google Business Profile

YOU MUST ACTIVATE YOUR LISTING USING THE CODE ON THE CARD THAT GOOGLE MAELS TO VERIFY YOUR BUSINESS.

Fill out all information completely, including your business name, phone number, and correct address.

Turn on the setting in your profile that allows customers to call you directly.

Keep your profile up to date, Hours, holidays, etc.

Website /social media

Some believe that a Facebook page is enough to generate leads and run their business.

I'm Not One of Them

If you just opened your business and can't afford a website, a Facebook page is better than nothing.

But if you want to generate consistent, qualified leads, get a website.

- A website adds trust and credibility.
- The best website platform is WordPress.
- Google will pass more leads when you have a website.
- Websites are far more versatile and better at generating leads.

I'm not saying that you shouldn't have a Facebook page. Social Media is a great way to send more traffic/leads to your website. ***You should have as many social media accounts as you can stand managing.***

NEED HELP SETTING UP A WEBSITE? – [contact us](#)

THE SECRET TO GETTING LEADS

Introduce Yourself and Build Some Trust

First-time visitors to your website or social media page are unlikely to contact you for a free estimate or free quote. They first need to trust that you're a good choice.

Buyers need to feel confident that you are a fair, knowledgeable contractor. To gain trust, you must first get the attention of your client.

You gain attention through an **offer**. That offer needs to be more than a free estimate.

An Irresistible Offer

What does your customer want?

The simple question “what does my customer want” is key to your success. Find out what your customer needs and satisfy that need. Your client wants roofing services, but first, **they need information.**

In the early phase of their search for a roofer, a customer needs information to decide who to hire. What do you think happens if you help them? That’s right, they’re more likely to hire you.

Most contractors attempt to sell to prospective clients by highlighting their achievements. Credibility and social proof are important but speaking directly to your customers’ needs will have a greater impact.

When your customer feels that you understand and want to satisfy their need, you create trust and maybe a sale.

INFORMATION AS AN OFFER

As I stated earlier, you can try to use a free estimate as an offer to attract new customers, but it won't be very successful. Every roofing contractor offers that, so what sets you apart? You could offer a Free Drone estimate, but honestly, that's still not enough.

Your customer needs to feel confident about their choice in a roofing contractor. A new roof is a big expense.

A better offer to a potential customer

How about informing your customer? Help your customer understand the process, pitfalls, and their best options.

Here are a few ideas for articles you can use to build customer trust.

- How to choose a roofing contractor
- Do you need a roof repair or replacement?
- How to select the best roofing material for your home
- Offer helpful DIY articles for small fixes
- Outline advantages and disadvantages of different roofing materials

You can probably come up with more ideas on your own. The idea is to help potential customers without giving away the farm 😊

Drive traffic to those articles, and your visitors will thank you with email addresses, engagement, and sales.

You now have your first automated lead funnel, Congratulations!

In future articles, I'll discuss: Lead magnets, Mail lists, Referrals, Reviews, Optimized GMB, How to keep up with past customers, and more.

Don't miss out!

NEED HELP WRITING THE ARTICLES FOR YOUR OFFER? – [contact us](#)