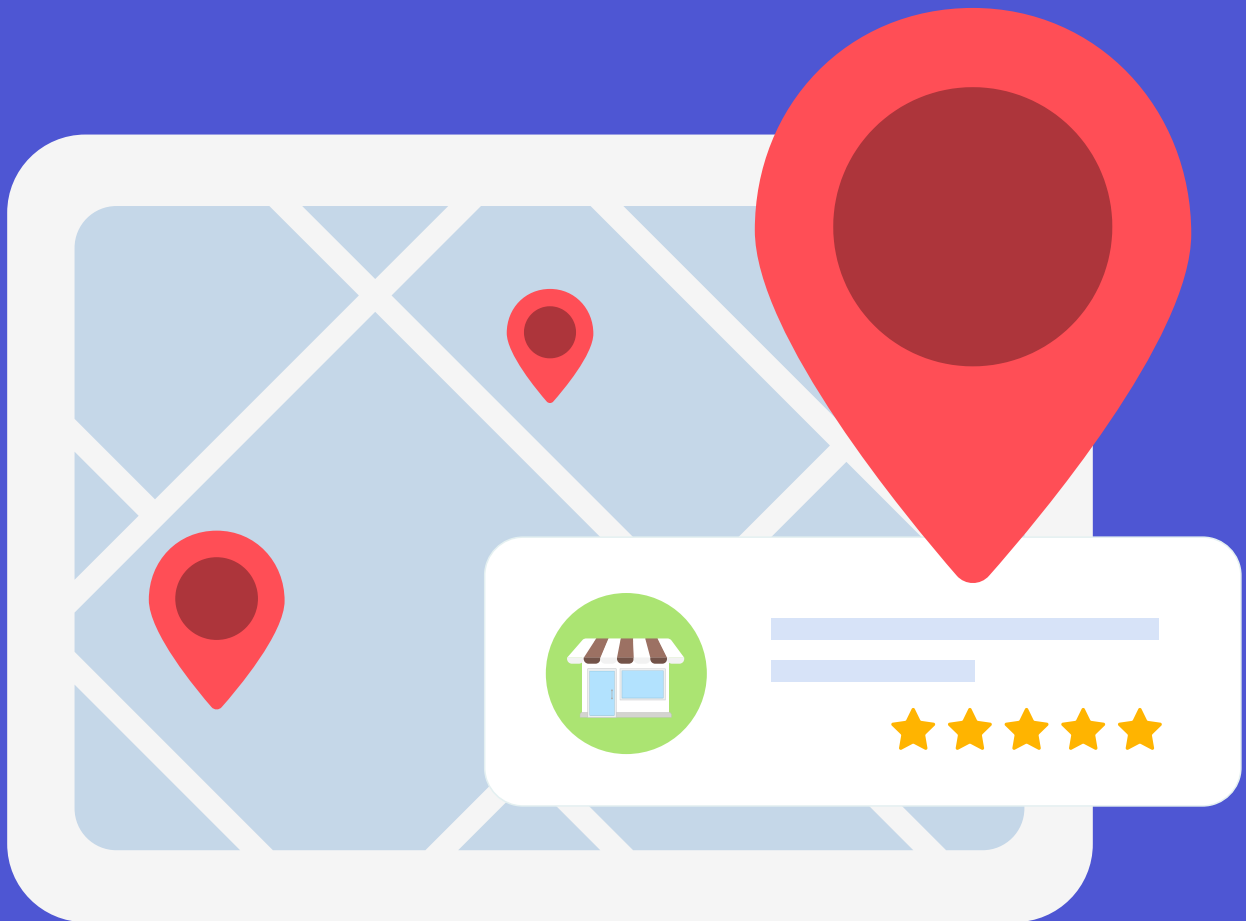




The Local Marketing Toolkit for Tradespeople

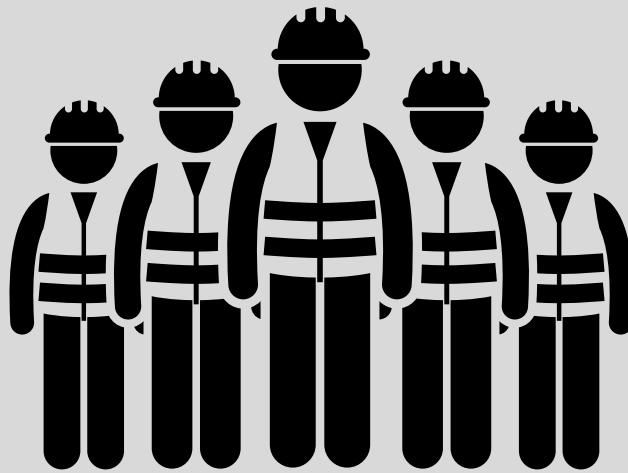


Prepared By.
Jason Fisher

Presentation By.
VettedLocal.com

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Welcome to the VettedLocal Family!

Hey there, — welcome to VettedLocal, the platform designed to help local trades like you win more work, look professional, and build a business that keeps the phone ringing. By joining our free local directory, you've already taken a huge step most trades skip: treating your business like a business, not just a job.

This revamped toolkit is your go-to guide, packed with actionable, proven strategies to grow your local presence, attract more customers, and stand out from the competition. These aren't pie-in-the-sky ideas — they're practical, no-nonsense tips that deliver results when done consistently. So, grab a brew, and let's dive into making your trade business thrive!



Jason Fisher

Director

Quick Start Guide: How to Win More Local Work

Most customers find trades through Four main channels:

- Google or local directories (like VettedLocal)
- Social media recommendations (Facebook, WhatsApp, etc.)
- Word of mouth
- Printed materials
-

Your goal? Dominate all three. Here's how to get started:

Optimise your VettedLocal profile:

- Add high-quality photos of your work (before/after shots or happy customers).
- Write a short, friendly bio highlighting your expertise (e.g., "25 years fixing leaky pipes in Brighton!").
- Include customer reviews — they're trust gold.

Share your QR code everywhere:

- On your van, business cards, invoices, and flyers.
- In your email signature and social media bios.

Ask for reviews:

- After every job, politely ask satisfied customers to leave a review on your VettedLocal profile or Google Business Profile.
- Pro tip: Hand them a review card with your QR code (more on this later).

Stay active:

- Update your profile monthly with new photos or services to stay fresh and relevant.
- A smiling photo of you next to a completed job beats a generic stock image every time.

Why it works: A complete, professional profile builds trust and makes you stand out in a crowded market. Customers love seeing real work and real reviews.

Social Media Made Simple for Trades



Easy Post Ideas

You don't need to be a social media guru or dance on TikTok to get noticed. Just show up authentically and consistently. Here's how to make platforms like Facebook and Instagram work for you:

Before & After Photos: Show a messy bathroom turned into a sleek masterpiece.

Meet the Team: Share a quick selfie or bio – even if it's just you! Customers want to know who they're hiring.

Local Job Shoutout: “Just finished a loft conversion in Hove. Thanks to John for the trust!”

Customer Review Post: Share a screenshot of a 5-star review, thank the customer, and tag your area (#BrightonPlumber).

Special Offer: “15% off boiler servicing for BN3 residents this month – DM to book!”

Tips for Success

- **Post weekly:** Even one post a week keeps your name in front of local customers.
- **Be local:** Mention your town or postcode (e.g., #Hove, #BN3) to attract nearby clients.
- **Stay genuine:** No need for polished videos – a quick phone photo with a friendly caption works wonders.
- **Use our free Canva templates:** Download them from your VettedLocal member hub to create sharp, professional posts in minutes.

WhatsApp Business: Your Secret Weapon

If you're still using your personal WhatsApp for work, it's time to switch to WhatsApp Business — it's free, takes 5 minutes to set up, and screams professionalism.



Why Use WhatsApp Business?

- Auto-replies: Set a message like, "Thanks for reaching out! I'm on a job but will reply by 6 PM."
- Mini catalogue: Showcase your services (e.g., "Boiler Repair - £80") with photos and prices.
- Business profile: Add your logo, business hours, and VettedLocal listing link.
- QR code integration: Customers can message you directly by scanning your VettedLocal QR code.

How to Use It..

- Download the WhatsApp Business app (iOS/Android).
- Save your VettedLocal QR code in your phone gallery and share it when quoting jobs.
- Respond promptly to messages — even an auto-reply keeps customers happy.

Why it works: WhatsApp is where customers already are. A professional setup builds trust and makes communication seamless.



Master Google Business Profile

Getting found on Google Maps is one of the easiest ways to attract local customers — and it's free. A strong Google Business Profile ensures you pop up when someone searches "plumber near me."

Quick Checklist

- ☒ Claim your profile at google.com/business.
- ☒ Add high-quality photos of your work (Google prioritises profiles with visuals).
- ☒ Keep your business hours and contact info accurate.
- ☒ Ask every happy customer for a Google review — they boost your ranking.
- ☒ Post weekly updates (e.g., a quick photo of a recent job or a special offer).

Pro Tips

- Use the same business name, address, and phone number (NAP) across Google, VettedLocal, and social media for consistency.
- Respond to reviews (positive or negative) to show you're engaged and professional.
- Add services to your profile (e.g., "Emergency Plumbing," "Boiler Installation") to match customer searches.

Why it works: Google is often the first place customers look. A polished profile with reviews puts you ahead of competitors.

Flyers & Van Signage That Convert

Flyers and van signage are old-school but still incredibly effective when done right. Here's how to make them work:

Flyer Formula

- Headline: "Trusted Local Electrician – Serving Brighton & Hove"
- Body: "No call-out fees, fully insured, 5-star reviews. Scan the QR code to see our work and book today."
- Call to Action: "Scan for a free quote!" (Include your VettedLocal QR code.)
- Design tip: Keep it clean and simple – use bold colours and legible fonts.

Van Signage Tips

- Include your VettedLocal QR code and a short tagline (e.g., "Brighton's Trusted Plumber").
- Use high-contrast colours (e.g., white text on a dark background) for readability.
- Add your phone number and VettedLocal link for easy contact

Why it works: Flyers and signage make you visible offline, and the QR code drives traffic to your trusted VettedLocal profile.

Where to Use Your QR Code





- Van doors, rear panels, and windows.
- Business cards, invoices, and quotes.
- Local noticeboards, coffee shops, or community centres (with permission).
- Social media profiles and email signatures.

Winning at Facebook Groups




Local Facebook Groups (e.g., “Hove Community Hub,” “BN3 Homeowners”) are goldmines for finding work – but you need to play smart.



Do This

-  Join local groups in your service area.
-  Share helpful advice or showcase real jobs (e.g., “Just fixed a tricky wiring issue in Portslade — here’s the result!”).
-  Respond to homeowner posts politely: “Hi Jane, I’d love to help with your bathroom refit. Check my VettedLocal profile for reviews.”
-  Stay active and build a reputation as a friendly, reliable trade.

Don't Do This




-  Spam groups with “Available now!” posts.
-  Argue with other trades or customers.
-  Ignore messages — quick replies build trust.



Why it works: Groups are where locals ask for recommendations. Being helpful and visible makes you the go-to trade.

Your VettedLocal Template Pack

We've created a set of free, customizable templates to save you time and make you look professional. Find them in your VettedLocal member hub:

-  **Quote & Invoice Template:** Add your logo and details for a polished look.
-  **Customer Review Card:** Hand these out after jobs to encourage reviews.
-  **"Proud to be VettedLocal" Badge:** Add to your website, social media, or email signature.



 **Job Completion Checklist:** Ensure no detail is missed, impressing clients with your professionalism.

Pro Tip:

Print review cards with your VettedLocal QR code and hand them out after every job. It's the easiest way to grow your reputation.

Your Company Inc.
1234 Company St,
Company Town, ST 12345

 Upload Logo

QUOTE

To

Customer Name

1234 Customer St,
Customer Town, ST 12345

Quote # 0000226

Quote date 11-04-2023

Due date 25-04-2023

QTY	Description	Unit Price	Amount
1.00	Replacement of spark plugs	40.00	\$40.00
2.00	Brake pad replacement (front)	40.00	\$80.00
4.00	Wheel alignment	17.50	\$70.00
1.00	Oil change and filter replacement	40.00	\$40.00
Subtotal			\$230.00

Member Area

The area where everything happens for you and your business.

You Get..

Access to your Account page where you can view and update your online profile

Access to the Growth Hub, giving you all the tools and knowledge to help you grow

Resources - Books, downloads and How to Guides.

Offers - all the latest money-off offers for tradespeople

A chance to win £500 every quarter with our referral system.

The Local Business Planner

Stay on track with this simple, one-page monthly planner. Pin it to your office wall or fridge for accountability.

How to Use This Planner

1. Set Your Goals: Review the goals at the start of the month and tweak them to fit your business (e.g., aim for more reviews if you're new).
2. Break Down Actions: Follow the specific steps listed to make each goal achievable.
3. Track Progress: Check off the "Status" column as you go — seeing progress feels great!
4. Review & Repeat: At the end of the month, see what worked and adjust for next month.



This Month's Goals	Actions	✓ / x
Get 5 new reviews	Ask happy customers after every job; hand out review cards with QR code.	
Post 3 social media updates	Share before/after photos, a local job shoutout, or a special offer	
Distribute 20 flyers	Include your QR code; target local noticeboards and shops.	
Update VettedLocal profile	Add new job photos, update services, or refresh your bio.	
Try 1 new local idea	E.g., partner with another trade for referrals or sponsor a local event.	

Why it works:

Small, consistent actions lead to big results. This planner keeps you focused.

Local Success Story: Mark the Sparky

When we launched VettedLocal, we wanted to prove that trusted trades win more work with the right tools.

Meet Mark, an electrician from BN3:

- What he did:
 - Joined VettedLocal and added before/after photos of his work.
 - Printed his QR code on his van and business cards.
 - Asked every customer for a review after a job.
 -
- Results:
 - Within two weeks, Mark landed three genuine enquiries through his free listing.
 - His Google reviews doubled, boosting his visibility on Maps.
 - A local Facebook group post sharing his VettedLocal profile led to a £5,000 rewire job.

Why it works:

Combining offline effort (QR codes, reviews) with online trust (VettedLocal, Google) creates a powerful loop that drives work.

10 Tools & Resources to Boost Your Business

Here's a curated list of free or low-cost tools to save time and look professional:

- Canva.com: Create stunning flyers, social posts, or logos (free plan available).
- Google Business Profile: Free listing on Google Maps to attract local customers.
- ChatGPT (OpenAI.com): Generate captions, post ideas, or even email drafts.
- VettedLocal Dashboard: Update your profile, track enquiries, and access templates.
- Sender.net: Send bulk emails to all your customers in one go (free plan available).
- Vetted Magic CRM: Send invoices/ quotes and stay on top of tax requirements
-

Pro Tip: Sync your VettedLocal and Google Business Profile contact details for maximum trust and consistency.

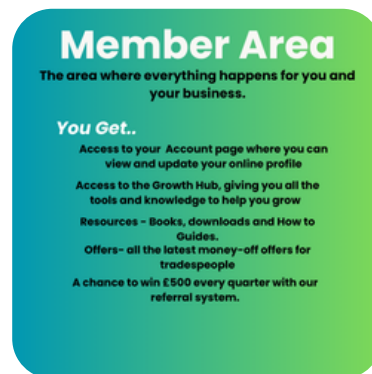
What else Vettedlocal does...



Online Directory



Printed Directory



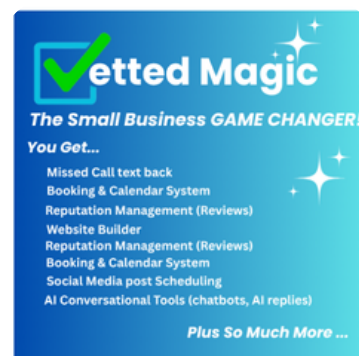
Members area



Website Building



Digital marketing



Vetted magic

👉 Wrapping Up: Your Path to Success

You don't need a marketing degree to grow your trade business – you just need to show up where your customers are. The most successful trades aren't always the biggest; they're the ones that stay visible, trusted, and consistent.

By joining VettedLocal, you've already taken a bold step. Now, make the most of it:

Keep your profile fresh with photos and reviews.

Share your QR code everywhere – van, flyers, socials.

Stay active in local groups and on Google Maps.

You're not just a tradesperson – you're a local business owner. Own it, and the work will follow. 💪



Contact Us

Phone

01273 044743

Email

email@vettedlocal.com

Website

vettedlocal.com

Location

Hove BN3 7NE

