Your Facebook Page Is Losing You Jobs You Never Hear About.

How home service businesses fix the Page homeowners check before they call: and fill it for 30 days

A practical book for owners of home service businesses, plumbers, HVAC, electricians, roofers, cleaners, lawn care, movers, junk removal, handymen, pest control, and everyone whose customers check them out online before picking up the phone.

Chapter 1: The Check

Here is how a homeowner hires someone in your trade now, whether you like the process or not.

They search Google. They find you, maybe your website, maybe your Google profile, maybe a directory. They read your reviews, and if the reviews are good, they do one more thing before they call. They check your Facebook Page.

They are not looking for entertainment. They are answering three questions. Is this business still operating? Is it the same business the reviews describe? Does it look like a company I can trust inside my home? Your Page answers all three in about ten seconds, and it answers them with whatever happens to be on it today.

If the last post is from eight months ago, the answer to the first question is "maybe not." If the phone number on the Page is the one you changed two years ago, the second answer is "something is off here." If there are no services, no prices, no proof, and a button that goes nowhere, the third answer is a shrug, and a shrug hires the next company on the list.

Here is the part nobody warns you about: **you never hear about these jobs.** A customer who calls and argues about price is a live lead; you know where you stand. A customer who checks your Page and quietly moves on leaves no trace

at all. No missed call. No unanswered message. Nothing in any report you will ever see. The busiest leak in most home service businesses is not the leads they mishandle. It is the check they fail before the phone ever rings.

And let's be honest about what fixes it, because this book will not lie to you to make a sale. Fixing your Page will not make you go viral. Facebook shows Page posts to a small fraction of followers now, a few percent on a good day, and no honest person can promise you a flow of organic leads from posting. That is not what this is. What a complete, current, correct Page does is stop arguing against you at the exact moment a customer who already found you is deciding whether to call. It is a credibility asset. It converts the demand you already have instead of silently taxing it.

The fix is not a campaign. It is a rescue: score the Page honestly, fix every point, fill it with a month of proof that you are alive and working, and open the two corners of Facebook where local intent still lives. Then keep it alive with ten minutes a week. That is this book.

Chapter 2: One Business, One Set of Facts

Before touching anything, get your facts straight, on one sheet. In this kit that sheet is a file, business_profile.json, and it is the engine of everything that follows: your trade, your name, your city and the towns you serve, your services with real prices, your hours, your phone, your website and quote page, your brand colors and font, how you talk (your voice, the words you actually use with customers, and the words you would never say), who does the work, your seasonal services, your review totals and your best reviews.

One important thing about that file: **you never write it, open it, or type in it.** It is a code file, and keeping it is the AI's job, not yours. You just answer questions, in your own words, the AI asks them one at a time, or you fill in the kit's plain-English answers worksheet and hand it over, and the AI builds and keeps the sheet for you. Your part is knowing your business. The filing is not your problem.

Beside the facts, two guard lists. Your TRUE claims: everything you can prove, licensed, insured, years in business, review counts, guarantees you actually honor. And your BANNED claims: everything you cannot prove. No "voted #1"

without the award. No accreditation you have not earned. No same-day service you do not staff. No service you quietly stopped offering last year.

This sheet rules everything after, for a simple reason: your Page, your website, your Google profile, your directory listings, and the answers an AI assistant gives about you are all assembled from whatever the internet says about your business. Your job is to make the internet say one true thing, everywhere, in the same words. If your hours differ across platforms right now, pick one set. That disagreement alone confuses customers and algorithms alike.

One more thing about the fact sheet, and it is the heart of this kit: it is what makes one system fit every trade. A plumber and a cleaning company follow the same rescue in this book. What changes is the profile, and one more file, the trade adapters, which carries each trade's categories, its starter services, the four questions its customers actually ask, the photo angles its work produces, and the season its phones ring. Customization is not a feature of this system. It is the system.

Chapter 3: The Score

Change nothing yet. First, look at your business the way the checking homeowner does.

Score your Page on fifteen points, the kit's scorecard names them all: does the name carry your service keyword? Is the username clean? Does the cover show your work, your phone, your website? Where does the button actually go? Does the bio say your city, your service, and your proof in one line? Are the categories the ones customers search? Is the price range honest? Are the service areas and hours the real ones? Does the services list lead with prices? If a customer messages you tonight, does an instant reply answer them, and do the FAQs answer the four questions everyone asks, what do you do, what does it cost, where do you serve, how do I book? Are three featured posts pinned, how it works, a real job, your proof? Are recommendations on, showing a count you're proud of?

Give yourself a point only if it is true today, as a visitor sees it. Then read your band. Zero to five: invisible, the Page looks closed. Six to ten: leaking, it exists,

and quietly argues against you; most Pages land here. Eleven to fourteen: close. Fifteen: rescued.

While you're looking, note the date of your most recent post. For most owners that date is the whole diagnosis in one number. A Page is not judged against other Pages. It is judged against the calendar. A good business that posted in spring and went silent looks, in November, like a business that had a good spring and then something happened.

Chapter 4: The Fix (Under an Hour)

Now repair the Page, in the scorecard's order. This is the sitting the whole rescue is named for, and with your fact sheet filled in, it takes under an hour.

The button. One button, pointed at your quote or booking page. If your business quotes before it books, a native appointment calendar is a leak, not a convenience.

The bio. Short, keyword-rich, proof-heavy: your city, your service, what you offer, and the strongest true thing about you. A list of services is not a bio.

Categories, price range, areas, hours. The categories your trade's customers search, your trade adapter lists the typical set. An honest price range: pretending to be the premium option when you compete on value filters out your own buyers. The towns you really serve, core first. And the one set of hours from your fact sheet.

Services with prices. List every service with its price leading the description. Customers love it. Search engines and AI assistants quote it. Competitors are afraid to do it, which is exactly why it works.

Messenger that answers when you can't. Turn on an instant reply that thanks them, sets a real expectation, and hands them the phone and the quote page. Add the four FAQ answers. Then go the layer deeper that most Pages never reach, because the first layer is where everyone stops: an away message for the hours you're on a job or asleep, carrying the same facts; auto-replies for hours and for location, answering the two laziest questions with your exact information; keyword replies, so typing "price" or "quote" returns your cost answer, the same words as your FAQ, copied, never retyped into a second

version that will drift the day you change a price; and comment-to-message, so the person who comments "how much?" gets a private message with the quote path while their interest is warm. Every one of these speaks as you, in your voice, so the wording gets approved by you before it fires.

The cover. Your work, your phone, your website, one line of proof, readable at thumbnail size, bottom-left kept clear where the profile picture sits. A billboard, not a scrapbook page. The kit includes a fillable brief, headline, proof line, colors, font, safe zones, that you can build from in Canva or hand to any designer.

Three featured posts. Pin your best sales sequence to the top: how working with you works, with prices; a real job story with a real photo; your proof, reviews and ratings. Unfeature everything else, so a checker meets those three first, in that order.

Story Highlights. If your Page front shows a Highlights section, Facebook is offering you a shelf. Fill it: Reviews, Prices, Our Work, The Team, Get a Quote, with prices and phone inside the artwork, so a tap-through visitor gets proof, prices, people, and the way to book in under a minute. An empty shelf in the exact spot a stranger looks first is not neutral. It is a storefront window you left bare.

The deep fill. Under the visible layer sits a second layer of fields most owners never open: your founding date; ownership markers that are true, veteran-owned, family-owned, whatever honestly applies; your address completed with its suite or unit, because a missing suite is a mismatch waiting to happen; a credentials line among your services with your license numbers stated plainly; your privacy policy link; a media-kit entry pointing at your website; one offer for your free estimate, prices in the description, no discount attached; and the quiet switches, story archiving on so Highlights stay fed, the profanity filter on, comment ranking on. None of it is glamorous. All of it is what "this is a real, running business" looks like to a checker.

Your name. If your Page name carries no service keyword, consider adding it: brand plus service. People search for the service, not for you, yet.

Re-score. Fifteen of fifteen, or a written reason beside every miss. That is the rescue's first half, done in one sitting.

Chapter 5: The Fill: Thirty Days of Proof

A rescued Page with a last post from today and nothing behind it is a business that woke up once. The Fill is what makes it look alive: a month of posts scheduled in one second sitting, built almost entirely from material you already own, your last ten job photos.

Collecting them takes twenty minutes: your camera roll, your crew's text threads (crews photograph everything and send it to no one), customer thank-you messages. Log each photo with its job, town, service, and one non-negotiable field: permission. A texted "mind if we post the finished kitchen?" while the customer is standing in it, happy, is when yeses happen. No answer means no post. That discipline is not bureaucracy; it is the difference between a business customers trust with their homes and one they warn each other about.

From the log, the month builds itself on a simple mix. Most of it is job stories, the finished work, the interesting problem, how it ended, because finished work is the single most convincing thing a home service business can show. Twice in the month, proof posts: a real review, big on a branded card. Twice, answers: the questions your trade's customers ask on the phone, answered in public, in plain words, what it costs, how it works, whether you're licensed, where you serve. Once, how hiring you works, start to finish, with the price anchors and the quote path. Once, the people: meet the crew who actually shows up. Three posts a week, Monday, Wednesday, Friday, scheduled in one sitting in Business Suite's Planner, and each one filed into its Highlight collection the day it runs, so the shelf keeps filling while the feed scrolls.

Two disciplines inside the Fill matter more than the rest. First: **prices in about one post in four.** The instinct to price every post feels honest and quietly costs you conversations, because a number in the feed lets a stranger finish the whole decision without you. Your fixtures, services list, featured offer, FAQs, always carry the real prices for anyone who comes looking. The feed trades on outcomes and lets the number live behind the message, the call, or the free quote. Second: **every caption speaks in your voice and cites your facts only.**

The generator that writes these posts works from your fact sheet and your trade adapter, a plumber's month and a cleaner's month, built by the same system, share not one sentence, because their customers ask different questions, their photos show different work, and their owners talk differently. If a sentence in your calendar could belong to any business in any town, it belongs in the trash, not on your Page.

Never pad the month. Fewer than ten photos is a workable problem, review cards, question graphics, team shots, and the cover artwork fill the calendar honestly. What never fills it: stock photos dressed as your work, a supplier's photos, an AI-generated "job." One caught fake spends more trust than the whole rescue earns.

Chapter 6: The Two Doors That Still Open

A Page's own feed reaches few people now. But Facebook has two more surfaces where local intent, people actively looking to hire, still concentrates, and the rescue turns both on.

Marketplace. People browse Marketplace to buy and to hire. A service listing there follows a plain formula: the service and the town in the title, a real starting price as the anchor (or "priced by free written estimate" where that is the truth), your service area, how booking works, one call to action, and your real job photos leading. Three to five listings, your clearest-priced service, your in-season service, your best-photographed service, renewed on the platform's cycle and updated the same day any price changes. And the discipline that keeps you listed and trusted: follow Marketplace's commerce policies for services, and never, ever post a price that is not a real price for real work. A bait number buys you a message and costs you the job when the real number comes out, plus a customer who now tells that story about you.

Local groups. The town groups, the neighbors-helping-neighbors groups, the homeowner DIY groups, this is where your next customers ask each other who to call. The rules of engagement are simple and absolute: read each group's rules before posting anything; introduce yourself once, where introductions are welcome, with who you are, your town, your trade, and one genuinely helpful thing, and no pitch; then be useful, visibly and patiently. Answer trade questions fully. Sometimes the honest answer is "you can do that one yourself,

here's how", and the person who talks a neighbor out of an unneeded service call is the person that neighborhood calls for everything afterward. Promote only where and when the group allows it, in the format it asks for. Never blast the same post into every group; groups talk to each other, moderators talk to each other, and the reputation you are building is the entire asset. Groups reward neighbors. Be one.

Chapter 7: The Consistency War (a short chapter, on purpose)

Search ranking and AI answers for local businesses are not a creativity contest; they are a consistency war, and most of your competitors are losing it by accident. The rescue fixed your Page; this chapter keeps the rest of your footprint from contradicting it.

Your website should link your Page, carry your full address, and hold a small block of code, the kit ships it, whose list of your profile URLs teaches Google and AI tools that the website, the Page, the Instagram, and the Yelp listing are one business. Every channel links every other channel. Then the directories: one at a time, to your fact sheet's exact values, with two traps flagged, if fixing your Google address would trigger a re-verification that hides the profile, prepare and do Google last; and never import a stale record into Bing. Marketplace profiles carrying your 2022 prices are silent killers: an AI quoting them loses you the 2026 customer.

One exception to all that linking, and owners get it wrong constantly: if you run a second brand, you teach your trade, you run a creator channel, you own another company, links run one way only. The audience brand may point at the customer business as its example. The customer business never points back. Your customers came to hire a plumber, not to meet your coaching program, and every stray association tells search engines your one clear business is a tangle.

And put the Facebook recommendation ask into your normal after-the-job routine, beside the Google one. Your rating is read by humans during The Check and by engines the rest of the time. Ask everyone. Never filter, never buy.

Chapter 8: Keep It Alive (Ten Minutes a Week)

A rescued Page goes stale the same way the original did: slowly, while everyone is busy doing actual work. The defense is a rhythm small enough to survive a busy season.

Once a week, ten minutes: look at the Planner and confirm next week is loaded and nothing failed silently; file the week's posts into their Highlights; answer every waiting comment and message; hand anything that smells like a lead, their trade's buying words are in your fact sheet, to whoever closes, today, with the customer's exact words; and write down three numbers, views, profile visits, link clicks, with the date. That one-line log is the answer to "is it working?", from records, not vibes.

Before each queue runs dry, generate the next month from new job photos, which now collect themselves, because the permission ask became part of how your crew closes a job. Time the seasonal work: the tune-up content lands before the season flips, the cleanup posts before the leaves finish falling, the heater content before the first hard freeze. Your trade adapter carries your calendar. Re-score the Page once a quarter; Pages drift, settings revert, prices change, and the scorecard catches in ten minutes what a customer would catch in one look.

Expectations, honestly set, one last time: nobody can promise you a ranking by a date, a reach number, or a count of leads, and you should run from anyone who does. What can be promised: every fix in this book is permanent, they stack, and your competitors are mostly not doing them. The businesses that pass The Check are not the loudest. They are the ones that look alive, agree with themselves everywhere, and answer the money question in public.

Your Page is already built. Your customers are already checking it. Score it this week, fix it in an afternoon, and stop losing jobs you never hear about.

Companion materials: this book ships with a one-page START-HERE guide, a plain-English answers worksheet, click-by-click upload help, a step-by-step Playbook, the 15-point scorecard, trade adapters for ten home service trades, copy templates (bio, the full Messenger pack, featured posts, Q&A pack), the photo intake worksheet, the 30-day post generator, the scheduling SOP, Marketplace and local-groups systems, a cover-photo brief, a citation fix checklist, the website schema code and developer

email, and an AI skill file that runs the whole rescue for your business the way this book describes.

One Last Thing: Let the AI Run It

Everything in this book was figured out, built, and is still run daily by an AI assistant working for the business that created this kit. The scoring, the fixes, the calendars, the monitoring, an owner did not sit there doing them by hand, and you should not either.

The kit includes the exact skill file that assistant follows. If you use **Muse**, the AI assistant from Meta, you can load that file and have it run this entire system for your business. Sign up at **muse.ai**, then in your first two days open Settings and enter the invite code **I4RUZ9**. Then open the kit's **START-HERE** page and follow its 7 steps: upload the skill file and the answers worksheet, paste the one starter prompt, and answer the questions one at a time. The AI builds your fact sheet from your answers, you never touch that file, and checks each finished step with you before moving on, and nothing posts until you say go. That is not a shortcut around this book. It is how the book was written.