The Facebook Page Rescue Playbook

Fix your Page, fill it for 30 days: a step-by-step guide for home service business owners

Your Facebook Page is not a billboard and it is not a hobby. It is the last check a homeowner runs before they call you. They find you on Google, they read your reviews, and then they look at your Page to decide if you are real, current, and safe to hire. If the last post is from eight months ago, the phone number is the old one, and there are no prices anywhere, they do not call to ask. They call the next company. Those are jobs you lose and never hear about.

This playbook is the rescue, in order: **Score → Fix → Fill → Launch.** Honest timing up front: once your fact sheet is filled in (Step 0), the Fix is under an hour of focused work. The Fill and Launch, generating and scheduling 30 days of posts, are a second sitting, about an hour more. Anyone who tells you the whole thing is twenty minutes is selling you a shortcut that skips the parts that matter. Nothing here promises reach, virality, or a flood of leads. What it promises is a Page that passes the check, filled for a month, with the two channels that still reach local people (Marketplace and local groups) turned on properly.

Everything in this playbook is customized to YOUR business by one file. Learn Step 0 and the rest runs itself.

New here? Open `START-HERE.md` first. It is this whole playbook on one page, in 7 steps. This playbook is the longer version, for when you want the why behind a step.

Plain words used in this book. Three terms, translated once: your **profile** is your business facts sheet, one file where your facts live. The **scorecard** is the checklist, the 15 things a customer checks. An **automation** is a message that

sends itself (like the reply Messenger sends when you are on a job). That is all the tech vocabulary in this book.

You cannot break anything doing this. Nothing posts or sends to anyone until you say go. And if you get stuck at any step, tell the AI: "I am stuck, here is what I see", it will walk you back.

Step 0: Answer the questions (about 15 minutes, once)

Your business facts sheet (the profile, a file called business_profile.json) is the engine of this whole kit. It holds your trade, business name, city and the towns you serve, your services with your real prices, your hours, your phone, your website and quote page, your brand colors and font, **your voice** (how you actually talk, words you use, words you never use), your team facts, your seasonal services, your review proof, and two lists that guard everything: the claims about your business that are provably TRUE, and the claims that are BANNED because you cannot prove them.

You never open that file, and you never type in it. That part is the AI's job, not yours. It is a code file, and nobody is asking you to be a computer person. You only answer questions, in your own words, one of two ways:

- **Way 1 (the usual way): let the AI ask you.** Upload SKILL.md and templates/answer-these-questions.md, paste the starter prompt from START-HERE.md, and the AI asks you a short list of questions, trade, services and prices, areas, hours, proof, banned claims, voice, team, seasonal work, photos, one at a time, in plain English. It fills the facts sheet in from your answers BEFORE it writes a single word of copy.
- **Way 2: fill the answers page yourself.** Open templates/answer-these-questions.md, type your answers under the questions, and paste the whole page back to the AI. It reads your answers and fills the facts sheet in for you.

Either way: no answers, no copy. Facts you cannot verify do not get guessed; they get asked.

Nothing in this kit is written for "a business." Every template pulls from your facts. A plumber in Springfield and a cleaning company in Denver run the

identical system and get completely different Pages, posts, listings, and messages, because their facts differ. That is the product working as designed.

Beside the facts sheet sits business_profile.example.json, the same file filled for a fictional handyman business (Brightpath Home Services, Springfield IL). You do not need to open it, it is there so your AI (or a helper) can see what a finished facts sheet looks like.

Also read your trade's block in templates/trade-adapters.md now. It carries your trade's typical Facebook categories, a starter services list, the 4 questions your trade's customers actually ask, photo-post hooks that fit your work, Marketplace title examples, and your seasonal timing. You will use it in almost every step below.

You are done with this step when the AI shows your business facts back to you in plain words and every line is right.

Step 1: SCORE (about 10 minutes, change nothing)

Open templates/rescue-scorecard.md (the scorecard is the checklist) and score your live Page as a visitor, on your phone, logged out if you can. Fifteen points: name, username, profile photo, cover, the button, bio, categories, price range, service areas, hours, services with prices, Messenger instant reply, Messenger FAQs, 3 featured posts, recommendations. Pass or fix on each, no half points.

Note the date of your most recent post and the last-28-day numbers while you are there. Then say your band out loud: 0–5 invisible, 6–10 leaking, 11–14 close, 15 rescued. Most home service Pages score 6–10 the first time. That is not a character flaw; it is the normal starting point, and it is exactly why the jobs leak quietly, the Page looks just finished enough that nobody thinks to fix it.

Save the scorecard. You will score again at the end of Step 2, and the before/after pair is your proof.

You are done with this step when you have one number out of 15, you know your band, and the date of your most recent post is written down.

Step 2: FIX (under an hour, in this order)

Work down the scorecard using the templates named in it. In order:

1. **Button** → your quote page (or website). One button, one destination: where a customer starts a job.
2. **Bio** → from templates/bio-formulas.md: city + service + what you offer + proof, under 101 characters, all true claims.
3. **Categories** → up to 3, starting from your trade block's typical categories.
4. **Price range** → honest. Most mid-market home services are $$.
5. **Service areas** → the towns you really serve, core first.
6. **Hours** → the one public set, the same hours as your website and Google. One set, everywhere, forever.
7. **Services list** → every service, with its price LEADING each description. Customers and search engines both read these.
8. **Messenger** → the full depth pack in templates/messenger-instant-reply.md: instant reply on, exactly 4 FAQs (what / cost / where / book), the away message for after hours, hours and location auto-replies, keyword replies for price/quote and book/schedule that copy the FAQ answers word for word, and comment-to-message for people who comment "price" or "quote". Approve the exact wording yourself before any of it goes live, these messages speak as you when you are on a ladder.
9. **Cover** → build from templates/cover-photo-brief.md: the work, one headline, one proof line, phone, website, your colors and font, bottom-left kept clear. Canva is fine; a designer with this brief is fine.
10. **Page name** → if it has no service keyword, weigh brand + service (your call; the username usually stays).
11. **3 featured posts** → from templates/featured-posts.md: (1) how it works, with prices; (2) your best real job story with a REAL photo; (3) proof, reviews and ratings. Unfeature everything else.
12. **Highlights** → if your Page shows them, fill the five collections: Reviews, Prices, Our Work, The Team, Get a Quote. Prices and phone inside the artwork; a checker can tap through your whole pitch in a minute.
13. **The deep fill** → founding date, true ownership markers (veteran-owned, family-owned, only what's real), address completed with suite/unit, a credentials line in Services with your license numbers, privacy policy link, a

media-kit entry pointing at your website, and ONE free-estimate offer on the Offers surface, no discount code attached.

14. **Defaults on** → story archiving, profanity filter, comment ranking, recommendations, search-engine linking. Read each one back to confirm it saved.

Re-score. The fix ends at 15/15, or with every miss written down and a reason next to it. That is the under-an-hour promise kept: a Page that would now pass a stranger's check.

You are done with this step when your re-score reads 15/15: or every remaining miss is written down with its reason.

Step 3: FILL (about an hour, second sitting: your next 30 days of posts)

15. **Photos first** (templates/photo-intake-worksheet.md, about 20 minutes). Gather your last 10 job photos from your camera roll, crew texts, and customer messages. Log each one: job, town, service, before/after pair, and permission, you need a yes before a customer's property photo posts, and "no reply" means no. Your AI files the log into your facts sheet for you; you just hand over the photos and the answers. Fewer than 10 is fine; the worksheet's fallbacks (review graphics, Q&A graphics, team photos, cover-style graphics) fill the calendar honestly. Stock photos dressed up as your work are banned, full stop.
16. **Generate the calendar** (templates/30-day-post-generator.md). Feed the generator your profile + photo log (+ your trade block) using the exact prompt in that file. Out comes a dated table: 12–15 posts, Mon/Wed/Fri, each with finished caption text ready to paste, its photo, its Highlight collection, and a price yes/no mark. The mix: mostly job stories from your photos, 2 proof/review posts (real reviews only, from your profile's review_assets), 2 Q&A posts from your trade's 4 questions, 1 how-it-works post (which doubles as featured post 1), 1 team/intro post. Read the generator's worked examples, every type is shown twice, once for a handyman and once for a plumber, so you can see your own trade in the formula.

17. **Quality-gate it** like a stranger from your town: could you hire this business off any single post? Any two posts saying the same thing? Any claim your facts sheet cannot prove? Any price appearing more than about 1 post in 4? Fix the calendar before scheduling, not during.

You are done with this step when you are holding a dated list of 12–15 finished posts, words written, photos picked, that you would be happy for a stranger in your town to read.

Step 4: LAUNCH (about 30–45 minutes, same sitting as Step 3 if you can)

18. **Schedule the month** (templates/scheduling-sop.md). In Meta Business Suite's Planner, create each post, paste the caption exactly (paste, retyping is where prices drift), attach the photo, schedule it on its date at one consistent time. Then scroll the whole month and proof it: right photo with right caption, no duplicates, no permission-"no" photo anywhere. Save a record of the queue.
19. **Marketplace** (templates/marketplace-listings.md). Publish 3–5 service listings from your profile's marketplace_services and your trade block's title examples: service + town title, honest price anchor, service area, how booking works, one call to action, real job photos. Follow Marketplace's commerce policies for services, and never post a price that is not a real starting price.
20. **Local groups** (templates/local-groups-system.md). Find the town and homeowner groups your customers actually read, READ EACH GROUP'S RULES FIRST, and have your AI log them in your facts sheet. Post the introduction where introductions are welcome: who you are, your town, your trade, one helpful thing, no pitch. Then participate value-first, answer questions in your trade, help even when the answer is "you can do that one yourself," and promote only where and when each group allows it. No blasting the same post into every group. No exceptions, including when a group is slow and a blast would be easy.

You are done with this step when the schedule shows the whole month loaded, your Marketplace listings are live, and your first group introduction is up in a group that welcomes it.

After the rescue: Connect, then Keep It Alive

Connect (a weekly-list phase, not a sitting). One business, one fact set, everywhere: your website links your Page and carries the LocalBusiness schema from templates/schema-localbusiness.json (the email in templates/email-to-web-developer.md hands this to a developer, done); every social profile links the others; then work templates/citation-fix-checklist.md one directory at a time to the profile's exact facts. Google Business Profile goes last if an address fix would trigger a re-verification that hides it, get photos and signage ready first. Put the Facebook recommendation ask into your post-job routine beside the Google review ask.

Keep It Alive (10 minutes a week). The rescue buys 30 days; this keeps them. Run the weekly check in the scheduling SOP: queue healthy, stories filed into Highlights, comments and messages answered, any lead-looking message to the owner today, three numbers logged. Generate next month's posts from new job photos before the queue runs dry, timing seasonal services from your facts sheet to their season. Re-score quarterly. **You are done each week when** the queue is loaded, the week's posts are filed into Highlights, every message is answered, and three numbers are written down. The failure mode this whole system exists to prevent is not a bad Page, it is a good Page quietly going stale again while nobody notices.

What "working" looks like

Week 1: the Page passes the check, complete, correct, alive, with a month scheduled. Month 1: profile visits and messages come from people who found you elsewhere and checked you here, and the Page stops arguing against you. Ongoing: your facts agree everywhere, AI answers quote your current number instead of the old one, and "is it working?" is answered from the scorecard and the weekly log, never from vibes. This is a credibility system. Judge it like one.