

The First 30 Days

If the 90-day plan feels like a lot, here's the momentum version: the highest-leverage things you can do in a month, in order. Time your start to hit four to five months before your next peak.

Week 1

- Claim and verify your Google Business Profile if it isn't already
- Fix your primary category, and add secondary categories covering both heating and cooling
- Write down your review count and newest review date, plus the same for your two closest competitors

Week 2

- Fill out every service on your profile (cooling, heating, and maintenance) with descriptions
- Set hours and holiday hours; flag 24-hour emergency service if you offer it
- Upload twenty real photos of installs and techs

Week 3

- Find your Google review link, save it in every tech's phone
- Start asking every customer, every job: in person, then text the link
- Respond to every review you've ever gotten that you never answered

Week 4

- Seed and answer ten common questions in your profile's Q&A (can't find Q&A? See Chapter 11)
- Fix your name, address, and phone everywhere they appear so they match exactly

- Claim Apple Maps, Bing Places, and any manufacturer dealer locators for the brands you install

That's a month. None of it costs money. All of it compounds, and it's working before your season hits.