25 ways to get more customers

Five pages, five quick wins each. Most take minutes and cost nothing. Tick each one off as you do it.

1 OF 5

Win more of the enquiries you already get

The quickest wins are the people who've already found you.

- [ ] **1** **Text back every missed call**
  Set up an automatic text that goes out the moment you miss a call, so the caller hears from you before they ring someone else.

- [ ] **2** **Reply within minutes**
  Answer new enquiries within minutes during working hours, and turn on an instant auto-reply for anything that arrives after hours.

- [ ] **3** **One clear button on every page**
  Put a single "Get a quote" or "Book now" button, plus your phone number, at the top of every page of your website.

- [ ] **4** **Let people book online**
  Add a booking link so customers can pick a time themselves, day or night, without having to phone you.

- [ ] **5** **Follow up quiet enquiries**
  Message anyone who enquired but never booked, two days later, with a friendly "Still looking for help with this?"

Missed-call text-back, instant replies and online booking all come built into The Business Growth App.
Try it free for 14 days →

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Turn more quotes into jobs

A quote isn't a job until they say yes.

- [ ] **6** **Quote the same day**

  Send every quote on the day you're asked, while the customer is still keen and before anyone else replies.

- [ ] **7** **Spell out what's included**

  List exactly what they get, what it costs and how long it takes, so there's nothing left for them to wonder about.

- [ ] **8** **Give three options**

  Offer a good, better and best version, so the question becomes "which one?" instead of "yes or no?"

- [ ] **9** **Make yes easy**

  End every quote with one clear next step: reply "yes", tap to book, or pay the deposit.

- [ ] **10** **Chase every open quote**

  Follow up with a text after 2 days, an email after 5 and a call after 10, until you get a yes or a no.

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Get more from the customers you already have

Your easiest sale is to someone who's already bought from you.

- [ ] **11 Message past customers**

  Send a short "It's been a while, anything you need?" to everyone who hasn't bought from you in the last six months.

- [ ] **12 Remind them when they're due**

  Note when each customer will next need you, and send them a reminder a week before.

- [ ] **13 Ask who else they know**

  When a customer tells you they're happy, ask straight away whether they know anyone else who needs you.

- [ ] **14 Say thank you after every job**

  Send a quick thank-you message the same day, so yours is the business they remember next time.

- [ ] **15 Reward referrals**

  Give something small but real, like a discount or a free extra, to every customer who sends someone your way.

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Look trusted online

People check you out before they ever get in touch.

- [ ] **16 Ask for a review after every job**

  Send your review link straight after the job, while the customer is at their happiest.

- [ ] **17 Reply to every review**

  Thank people for good reviews and answer bad ones calmly, because new customers read your replies too.

- [ ] **18 Keep your Google profile current**

  Check your opening hours, phone number and photos, and add a new photo every month.

- [ ] **19 Do the five-second phone test**

  Open your website on your phone and make sure someone could call or book you within five seconds.

- [ ] **20 Post once a week**

  Share a recent job, tip or photo every week, so anyone checking can see you're open for business.

The Business Growth App sends your review requests automatically after every job, and gives you a mobile-ready website that passes the phone test. **Try it free for 14 days →**

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Find new customers for free

No ad spend needed.

- [ ] **21 Team up with a partner business**

  Find a business that serves the same customers with a different service, and agree to recommend each other.

- [ ] **22 Be helpful in local groups**

  Answer questions in local community groups with real advice, and only mention your business when it genuinely fits.

- [ ] **23 Revive your old enquiry list**

  Send one friendly message to everyone who enquired in the past year but never became a customer.

- [ ] **24 Tell the neighbours**

  When you finish a job, let nearby homes or businesses know you're working in the area this week.

- [ ] **25 Fill quiet slots with an offer**

  When you have gaps in your diary, send past customers a last-minute offer to fill them.

Want all of this in one place?

The Business Growth App brings your website, enquiries inbox, booking calendar, reminders, reviews and follow-ups into one simple app, so many of these 25 run on their own once they're set up.

Start with five this week.

Pick one tick from each page and do it before Friday. That's five new ways to win customers, already working.

Start my free 14-day trial

No card needed.