

FREE STARTER GUIDE_

Six Things Every New Business Should Do Right Now

(But Most Don't)

BRAND\THEORY



First, Who Am I and Why Should You Trust This?

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My name is Jonathan Wilson. By 28, I had already started and sold multiple “blue-collar” companies for millions—using these exact tactics. I didn’t have a big team. I didn’t raise investor money. I bootstrapped and outworked the competition with smart, simple marketing moves that most people overlook.

Today, I still work in the agency world - applying marketing strategies and tactics inside billion-dollar brands; the same strategies and tactics that you will find in my marketing guides. But my real passion is helping people like *you*—contractors, solopreneurs, and first-time business owners—skip the fluff and get straight to what works.

That’s what this guide is for. It’s 100% free, because I know once you get results, you’ll come back for more. And when you’re ready, I’ve got a full library of affordable, step-by-step marketing guides that dig even deeper. But for now—let’s get to work.



01_

Set Up a Custom Email

Example: instead of joesplumbing@gmail.com → use joe@joesplumbing.com

Why it matters:

When customers see a generic Gmail, they assume small, unprofessional, or fly-by-night. A branded email builds instant credibility—and it costs less than \$5/month through Google Workspace or Zoho.

 **Pro Tip:** If you already have a website domain (like joesplumbing.com), you can set up a matching email in minutes.

02_

Claim & Optimize Your Google Business Profile

Why: This is how you show up in local searches (*aka "plumber near me"*). Without it, you don't exist.

What to do:

- Go to google.com/business
- Add your service area, business hours, photos, and services
- Ask a few friends or happy customers to leave 5-star reviews

 **Pro Tip:** Businesses with 5+ positive reviews show up higher in search, even if they're brand new.

03_

Use a Free Scheduling Link

(Even If You Don't Think You Need One)

Example: Use Calendly, TidyCal, or Google Calendar links

Why it matters:

You'll lose customers every time they have to "call and leave a message" or play phone tag. A booking link lets people take action *immediately* while they're still interested.

 **Pro Tip:** Businesses with 5+ positive reviews show up higher in search, even if they're brand new.

04_

Create a Simple One-Liner That Explains What you Do

Formula: *I help [type of customer] solve [their problem] with [your solution].*

Example: "I help homeowners stop wasting money on AC repairs by installing affordable, high-efficiency units."

Why it matters:

People decide in seconds if they "get" what you do. If you can't explain it fast, you're losing leads.

 **Pro Tip:** Use your one-liner everywhere—on your website, Google profile, email, and word-of-mouth pitch.

05_

Set Up a Social Media Profile That Looks Legit

Start with one platform where your audience is:

- Facebook for home services & older audiences
- Instagram for visual trades like landscaping, painting, or custom work
- LinkedIn for B2B or consulting

Why it matters:

People decide in seconds if they “get” what you do. If you can’t explain it fast, you’re losing leads.

Checklist:

- ✓ Use your logo as your profile photo
- ✓ Add a bio that includes your one-liner
- ✓ Post 1–2 photos of your work with a simple caption (before/after, customer story, etc.)

06_

Get Business Cards That Don't Suck

Yes, people still use them. And no, you don't need fancy foil or embossing.

Why it matters:

Your card is a leave-behind that still works at jobsites, hardware stores, or even local events. A clean, simple card makes you look sharp—and helps people remember you when they're ready to buy.

 **Pro Tip:** Include your booking link, your Google review link, and that one-liner we mentioned above.

NEXT STEPS_

Final Thoughts

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These steps aren't glamorous—but they're simple steps, often overlooked, that start to bring leads in the door.

If you found this helpful, check out our \$9 tactical guides that dive deep into branding, websites, SEO, reviews, ads, and more. Think of it like hiring a top-tier marketer for the price of lunch.

Because when you build your business the right way from the start, you don't just get customers—you get momentum.

Thank You

I would love to hear any feedback.

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CONTACT_

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