

Flipeleven

The Lead Machine Workbook

For Manufacturing & Trade Professionals Ready to Turn Clicks Into Customers



Introduction



This workbook is your step-by-step blueprint to help construction contractors, landscapers, and tradespeople turn more website visitors into real, qualified leads—without needing to be a tech expert or marketing guru.

You don't need a fancy website or a huge ad budget to start getting steady jobs from online traffic. What you do need is a system—a way to capture interest, prove your value, and follow up like a pro. This workbook walks you through that process in just 7 steps.

STEP 1: Define What Makes You Worth Calling



Before anyone clicks “Request a Quote,” they need to believe you’re the right person for the job. That starts by getting clear about what makes you different.

In this step, you’ll define your value proposition. It’s the short, confident answer to the question: “Why should I hire you?”

Example:

“We build high-quality garages in the Milwaukee suburbs—on time, on budget, with every permit handled for you.”

My version:

STEP 2: Build Your “Perfect Squeeze Page”



A squeeze page is a simple web page with one goal: to get someone to take action. Most contractor websites try to do too much. This page does one thing—convert.

Use this template to sketch out your high-converting landing page.

Headline (solves a problem):

Example: “Get a landscape quote in 60 seconds – no pushy sales calls.”

My version: _____

Subheadline (adds urgency/location):

Example: “Serving Waukesha & Milwaukee – Summer slots going fast.”

My version: _____

Call to Action (CTA) (just one!):

Example: “Request Your Free Estimate”

My version: _____

Trust Builders:

- Photos of real jobs
- Google reviews or quotes from clients
- Equipment brand logos
- Certification/license badges

Assets I need to gather: _____

STEP 3: Pick Your Lead Magnet

↘ A “lead magnet” is something valuable you give away in exchange for someone’s name, phone number, or email. This builds trust and gives them a reason to contact you.

You don’t need to reinvent the wheel. Choose one of these or write your own.

- “Top 5 Mistakes Homeowners Make When Hiring a Contractor”
- “Garage Cost Estimator for Milwaukee Homeowners”
- “Landscaping Budget Planner”
- My own idea: _____

STEP 4: Set Up Follow-Up That Works While You Work



Once someone submits their info, the ball's in your court—but you don't need to manually chase every lead. With the right follow-up, your system runs even while you're on the job site.

Checklist:

- Instant confirmation email
- Text within 5–15 minutes
- 24-hour follow-up with helpful info
- Invite to schedule a call or estimate

Tool I'll use (email/text):

- Mailchimp
- GoHighLevel
- ClickFunnels
- Other: _____

Follow-up message:

"Hey, it's [NAME]—just saw your quote request. Got 2 minutes to talk?"

STEP 5: Track What's Working

If you're going to spend time or money on marketing, you should know what's paying off. You don't need fancy tools—just track your weekly results.

Week	# of Leads	Where From	Estimates Booked	Jobs Won
Example	6	4 Google / 2 Refe	3	1
This Week				

Track weekly. Review monthly. Make better decisions.

STEP 6: Launch a Simple Ad



Even \$5 a day in local Facebook or Google ads can start bringing leads to your squeeze page. Keep it simple and hyper-local.

Checklist:

- Target local ZIP codes
- Use real photos (not stock!)
- Keep headline short and clear
- Link to your squeeze page (not homepage)

Sample Ad Headline:

“Need a new garage in Kenosha? Get a free quote today.”

My Ad Copy Idea: _____

STEP 7: Your 7-Day Launch Plan

Don't overthink it. In one week, you can build and launch your first lead machine—even while running your day-to-day jobs.

Day	Task	<input checked="" type="checkbox"/> Done
Day 1	Define your value + write your headline	
Day 2	Pick or outline your lead magnet	
Day 3	Gather trust photos/reviews	
Day 4	Build your squeeze page (or sketch it)	
Day 5	Set up your follow-up	
Day 6	Launch your ad	
Day 7	Review leads + plan next week	



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Book a Free Call

Don't want to mess with all the tech? Let us build your entire lead machine—landing page, follow-up system, and ad setup—so you can stay focused on the job.

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