

FROM ZERO TO EARNING

The No-Vehicle, No-Equipment, No-Experience
Guide to Making Real Money Using Nextdoor,
Facebook Groups & Free Platforms

— A Proven Street-Level System —

No van. No tools. No experience. No registered company.

One teenager made £640 cutting grass. Another made £240 in a single day.

This guide shows exactly how they did it — and how you can too.

The complete, step-by-step, copy-and-paste system

Introduction: Why I Wrote This Book

I did not write this book to fill pages. I wrote it because people kept asking me the same question, over and over again:

The Question I Kept Hearing

“How do I start making money? I have no van. No tools. No money to invest. No experience.”

It came from friends. It came from strangers online. It came from people who had been made redundant, people stuck in jobs they hated, parents who needed extra income, and young people who had no idea where to start.

Every single one of them was overthinking it. Every single one of them believed they needed something they did not have before they could begin. Most of them never started.

I wrote this book to remove every excuse, answer every question, and hand you a working system you can pick up and run with today.

The Night That Proved It

I want to tell you about a specific night that I remember clearly.

I was in bed, working on my website, sorting through messages and admin. It was late. I was tired. Then my phone buzzed with a message from a young lad I had spoken to a few months earlier. I had helped him understand the basics of how I was finding local work and getting paid.

His message was short. It said: “I made £640 this week cutting grass.”

I sat up. Not because the number surprised me. But because I knew exactly what that represented. It represented a kid who had no van, no professional equipment, no registered business, no experience, and no funding. He had taken the information, applied it, and gone out and done it.

What he did differently from most people:

- He started with nothing.
- He applied the method.
- He used local visibility.
- He took initiative instead of waiting.
- He stacked small jobs into a big week.
- He kept going.

That message is the reason this book exists in the form it does. Detailed. Practical. Direct. No padding.

The method works. The opportunity is real. The only variable is whether you decide to take action.

Opening Proof: Real Teenagers, Real Money

Before we get into the system, I want to deal with one of the most common limiting beliefs:

"I'm too young / too old / too new / too unqualified."

Let me show you why that belief is simply not true.

Case Study 1: £240 In One Day, Cutting Grass

£240

Earned in a single day by a 14-year-old with no tools, no van, and no professional experience.

A 14-year-old boy decided to post on his local Nextdoor offering to cut grass. He had no lawnmower of his own. His solution? He simply asked customers if they had one he could use. Most of them said yes.

He showed up on time. He worked hard. He was polite. He collected cash before he left. Then he knocked on two doors nearby and offered the same service while he was already there.

By the end of that day, he had completed multiple jobs, stacked three back-to-back, and walked away with £240 in his pocket.

What he had:

No van.

No registered business.

No professional lawnmower.

No experience.

Just a post, a phone, and the willingness to show up.

Case Study 2: £140 In One Day, Washing Cars

£140

Earned in a single day by a teenager offering a mobile car wash service from scratch.

Another teenager posted in his local Facebook group offering a hand car wash service. He had no professional equipment — a bucket, a sponge, some washing-up liquid — and asked customers if he could use their garden tap. Every single customer said yes.

After finishing each car, he knocked the next two doors. By lunchtime he had four bookings. By the evening he had collected £140 in cash.

The lesson from both case studies:

Income follows initiative.

Age is not the barrier.

Tools are not the barrier.

Experience is not the barrier.

The only barrier is the decision to start.

My Story: From Government Job to Back of the Car

I am not going to dress this up. I left a government job. Stable income. Pension. All of it. People thought I was making a mistake.

I started working from the back of my car. No van. No logo. No branding. No office. No marketing budget. Just a phone, a willingness to show up, and a determination to make it work.

WHAT I HAD

- A personal car
- A phone
- Basic tools I already owned
- Free accounts on Nextdoor and Facebook
- Time and energy

WHAT I DIDN'T HAVE

- A van
- A registered company
- A website
- A marketing budget
- Professional qualifications

I built everything using three things: Nextdoor, Facebook groups, and free trial accounts on lead-generation platforms. That was it.

The Progression

Income Trajectory:

Stage 1: £30–£50 basic grass cuts (getting started, building reviews)

Stage 2: £150–£300 regular maintenance contracts with repeat customers

Stage 3: £300–£800 overgrown garden clearances, larger scope jobs

Stage 4: £1,000+ days by stacking multiple jobs and upselling on site

The turning point was not skill. It was not equipment. It was not even experience. The turning point was visibility, consistency, speed of response, and the trust that comes from showing up and doing good work.

Once people in my area started recognising my name and seeing my posts regularly, the enquiries became consistent. Once the reviews started building, the bigger jobs came without me having to chase them.

Core Principle: This Works for Any Local Service

This system is not specific to gardening. It works for any local, service-based business where people need help with something and you can provide that help.

OUTDOOR / MANUAL

- Gardening & grass cutting
- Pressure washing
- Gutter clearing
- Window cleaning
- Fence painting
- Rubbish removal
- Car washing
- Labouring

INDOOR / SKILLS-BASED

- Cleaning
- Flat-pack assembly
- Braiding & nail tech
- Dog walking
- Babysitting
- Bookkeeping
- Graphic design
- Trades & repairs

You will notice something about that list. Most of those services require either physical effort, a specific skill, or both. In almost every case, the customer already has the tools, the water, the space, or the products. What they are paying for is your time and reliability.

The Core Truth:

People hire people. Local visibility beats branding every time.

A friendly, reliable, visible local person will always beat a faceless company with a logo.

Your community is your market. Your phone is your shop front.

The Nextdoor Master Strategy

Nextdoor is, without question, the single most powerful free tool available to anyone starting a local service business. Most people use it badly. Almost nobody uses it to its full potential.

Step 1: Download and Set Up Your Account

1. Download the Nextdoor app or visit nextdoor.co.uk.
2. Create a PERSONAL account. Not a business account.
3. Verify your address using the postcode verification process.
4. Set your neighbourhood to your immediate area.
5. Expand your reach in settings to include surrounding neighbourhoods.

Why Personal Over Business?

Personal accounts receive significantly more engagement than business pages.

People trust neighbours. A personal account positions you as a local person helping out.

Personal accounts allow more frequent posting without triggering spam filters.

Step 2: Optimise Your Profile

1. Use a clear, friendly photo of your FACE. No sunglasses. No logos.
2. Use your real name. Trust is built on authenticity.
3. Write a simple two to three sentence service summary in your profile:

SCRIPT / TEMPLATE

```
Hi, I'm [Name] from [Area]. I help local residents with [service],  
[service], and [service]. I'm available most days and always  
leave a tidy job. Happy to come and take a look free of charge.
```

Step 3: Post Three Times Per Day

This is where most people fail. They post once, get a few views, and give up. The algorithm rewards frequency. Visibility compounds.

Your Daily Posting Schedule:

Morning post (7am–9am): Availability-led. Announce what you can do today.

Midday post (12pm–2pm): Proof-led. Share a before-and-after photo or recent quote.

Evening post (6pm–8pm): Social proof or seasonal reminder. Build trust, not just sales.

The Five Post Types You Should Rotate

1. Availability Post

SCRIPT / TEMPLATE

Grass getting long? ✓

I'm covering [Area] this week and have a few slots left.

Front and back gardens from just £[X]. Same-day available.

Drop me a message or comment below ↓

2. Before & After Photo Post

SCRIPT / TEMPLATE

Transformed this overgrown garden today in [Area].

Customer hadn't been able to use their garden for months.

Now it's sorted. If yours needs some love, message me –

I'm in your area regularly.

3. Community Post

SCRIPT / TEMPLATE

Quick tip for anyone with a lawn this time of year: avoid cutting too short in dry weather – it scorches the roots. Leave it a bit longer and it stays greener. Hope this helps!

4. Scarcity Post

SCRIPT / TEMPLATE

Last two slots this week before I'm fully booked.

Garden clearances and grass cuts – [Area] and surrounding streets.

Message me today if you want to get sorted before the weekend.

5. Testimonial Post

SCRIPT / TEMPLATE

"Just wanted to say a huge thank you – what a transformation!"

– [Firstname], [Area]

Really appreciate the kind words. More slots available this week – message me if I can help.

Step 4: Join Nextdoor Groups and Cross-Post

1. Navigate to the Groups section in Nextdoor.
2. Join every local group relevant to your service area.
3. Prioritise groups with the highest member counts.
4. Join niche groups (e.g. gardening, home improvement, local services).
5. Post your content manually across each group, slightly rewording each one.

Why Group Cross-Posting Multiplies Your Reach:

A single post to your neighbourhood may reach 200–400 people.

Cross-posting to five active groups can reach 2,000–4,000 people.

Rewording slightly avoids duplication penalties and keeps content fresh.

Step 5: Create Your Own Nextdoor Group

- Name it something useful: '[Town Name] Local Services & Recommendations'
- Invite neighbours as you connect with them.
- Position yourself as the group admin and moderator.
- Pin your own availability posts at the top.
- As the group grows, you own the most powerful local word-of-mouth channel in your area.

Step 6: Engage Buying Signals Daily

Every single day, people post on Nextdoor asking for recommendations. Your job is to find these posts and respond within minutes. Speed wins.

SCRIPT / TEMPLATE

Hi [Name]! I'm based in [Area] and cover your street regularly.

I can come and take a look this week if that works for you?

Happy to give you a quick quote with no obligation.

Short. Confident. Local. Fast. That is the formula. Do not write an essay. Just respond, be human, and offer to come and look.

Facebook Group Strategy

Facebook groups are the second pillar of your free platform strategy. The volume and diversity of potential customers is significantly higher than Nextdoor.

Step 1: Join 20 to 30 Local Groups

- [Your Town] Community
- [Your Town] Buy, Sell, Swap
- [Your Town] Recommendations
- [Your Town] Gardening / Home Improvement
- [Your Town] Mums and Families
- [Your Town] Local Businesses

Step 2: Search Daily for Buying Intent

Before you post your own content each day, spend five to ten minutes using Facebook's search function inside each group. Search for terms like: 'gardener', 'recommend', 'anyone know', or your specific service. When you find someone asking for help, reply immediately.

SCRIPT / TEMPLATE

Hi! I cover [Area] and I'm available this week.

I'd be happy to come and take a look and give you a free quote.

Feel free to message me directly or I can call you if easier.

Step 3: Post Weekly Proof Content

Once per week, post a before-and-after transformation in each group you are active in. A strong transformation photo can generate 30 to 50 enquiries from a single post in an active group.

Step 4: Reply to Every Comment Publicly

When people comment on your posts, always reply publicly in the comments first, then invite them to DM. Other people reading the thread can see that you are responsive and professional. Public replies function as social proof.

Step 5: Build a Post Calendar

Simple Weekly Facebook Post Calendar:

Monday: Availability post across all groups

Wednesday: Before-and-after photo from recent job

Friday: Testimonial or positive review share

Weekend: Community tip or seasonal reminder

Free Lead Platforms: Getting Paid Enquiries for Nothing

Beyond Nextdoor and Facebook, there are platforms where homeowners actively search for tradespeople. Most offer free credits or a free trial period.

Platform 1: MyJobQuote

1. Create a free profile at myjobquote.co.uk.
2. Fill in your profile completely. Add a photo and service description.
3. Use your free credits on small, straightforward jobs first.
4. Complete the job to a high standard and collect a review immediately.
5. Reviews on lead platforms accelerate your credibility and unlock more opportunities.

Platform 2: GetAGardener.com

Specific to gardening services. Connects you with homeowners searching for gardeners in your postcode area.

Strategic Use of Free Credits

- Target small, low-competition jobs first. They are cheaper to quote and easier to win.
- Prioritise jobs in your immediate postcode. Shorter travel time means more jobs per day.
- Quote quickly. The first to respond on these platforms wins the job most of the time.
- Complete every job as if it is your most important. Every review is an asset.

Reviews Are Currency:

One five-star review on a platform can generate 10–20 additional enquiries.

Reviews compound over time. Start building them from day one.

Start With Zero Tools: Making Money Before You Spend a Penny

The majority of services you can offer to your local community require either a skill you already have, effort and reliability, or the customer's own tools and materials.

Gardening / Grass Cutting

SCRIPT / TEMPLATE

Happy to use your own lawnmower – no need to worry about equipment.

You get the results without the effort. From just £[X] for front and back.

Cleaning

Domestic cleaning almost always uses the customer's products and Hoover. You are selling your time, thoroughness, and reliability. Bring nothing but yourself.

Car Washing

A bucket, a sponge, some washing-up liquid, and the customer's garden tap. That is all that is required for a basic exterior hand wash that customers will happily pay £10 to £15 for.

Dog Walking

Zero equipment required. Dog walking commands £10 to £15 per 30–60 minutes. Build a regular round and you have daily income.

Flat-Pack Assembly

If you can read an instruction manual and use a screwdriver, you can charge £25 to £50 per item. Every household with new furniture is a potential customer.

Labour-Only Tasks

Garden clearances, helping move furniture, shifting rubbish to a skip. Pure physical effort. Cash on the day. No equipment needed.

The Zero-Tool Mindset:

You are not selling equipment. You are selling effort, reliability, and your presence.

Customers know they have the tools. What they lack is the time, energy, or ability.

You solve that problem. They pay you for the solution.

UK Tax Clarity: You Do Not Need a Company to Start

People believe they cannot legally earn money without first registering a business or setting up a limited company. This is not true.

The £1,000 Trading Allowance:

The UK Trading Allowance allows individuals to earn up to £1,000 from self-employment or casual work in a tax year with NO requirement to register or complete a self-assessment tax return.

This means you can start, earn, and get paid today without touching any HMRC paperwork until your earnings exceed this threshold.

What This Means in Practice

- You do NOT need to register as self-employed until you earn more than £1,000 in a tax year.
- You do NOT need a limited company. Many successful sole traders never incorporate.
- You do NOT need a business bank account to start.
- Start first. Formalise later. The legal structure follows the income.

The Bottom Line on Tax:

Start first. Formalise later.

The legal structure follows the income. The income follows the action.

Do not wait for paperwork before you begin earning.

The Door-to-Door Stacking Method

This single technique can double your daily income without any extra marketing. After completing a job at any address, knock on the two houses immediately to the left and the two houses to the right.

SCRIPT / TEMPLATE

Hi, sorry to disturb you – I've just finished the garden next door.
I noticed yours could also use a tidy – I'm free for the next couple of hours
and can do it now if that's useful? Happy to give you a quick price.

Why This Works

You are not a stranger cold-knocking. You are a person who has just completed visible work on their neighbour's property. They can see the evidence. You are already local. The conversion rate is significantly higher than cold outreach because:

- Social proof is physically visible (the job you just completed).
- You are already there, meaning no extra travel cost for them or you.
- The offer is time-limited (you are available now, not next week).
- Neighbours are naturally curious and competitive about their homes.

Stacking in Practice

1. Complete Job 1 at Address A.
2. Knock on Address B and C (either side). Offer same-day availability.
3. Collect cash at Address B. Knock on D and E while working.
4. By end of day: 4–6 jobs, all within a single street. Zero extra marketing.

The Compound Effect of Stacking:

One job becomes four. Four jobs become a full day's income.

This is how a teenager made £240 in a single day without a marketing budget.

Photos & Media: Your Most Powerful Free Marketing Tool

If there is one habit I would tell every person starting out to adopt immediately, it is this: take photos of every single job. Before. During. After. Video where possible.

The Numbers on Visual Content:

Posts with before-and-after images receive 4–6x more engagement than text-only posts.

A single strong transformation photo can generate 20–50 enquiries from one post.

Your media library is a permanent, compounding asset that works for you forever.

What to Photograph

1. BEFORE: Take a photo as soon as you arrive, before you touch anything.
2. DURING: One or two mid-job shots showing the work in progress.
3. AFTER: Multiple angles. Get the full transformation.
4. VIDEO: A slow pan from the before view to the after view is incredibly compelling.

How to Post Transformation Content

SCRIPT / TEMPLATE

Before vs After ■■

This garden hadn't been touched in over a year. The customer couldn't even get to their shed. Today it's transformed.

We cover [Area] and surrounding streets. Message me if your garden needs some love. Available this week.

That post does not list your qualifications. It does not explain your process. It simply shows the result and makes it easy to get in touch. Results speak. Let the photos do the talking.

The Review Strategy: Word of Mouth at Scale

Reviews are not a nice bonus. They are the engine of growth. Every review you collect is a permanent asset that works for you around the clock, without any further effort.

Ask After Every Single Job

The moment a customer sees the finished result, while they are still delighted, is the moment to ask. Do not wait. Ask in person, in the moment.

SCRIPT / TEMPLATE

```
Really glad you're happy with it! If you have two minutes, would you mind leaving a quick recommendation on Nextdoor? Just mention [Name] and [service] and say what you thought. I'd really appreciate it.
```

Why Public Nextdoor Recommendations Are Gold

When a customer posts a public recommendation on Nextdoor, it appears in the feed of every neighbour in the surrounding area — potentially 500 to 2,000 people. You did not post it. A real customer did. That credibility cannot be bought.

Review Platform Priority

1. Nextdoor public recommendation (highest local impact)
2. Google Business Profile review (searchable forever)
3. Facebook group post recommendation (high social spread)
4. Lead platform reviews (MyJobQuote, etc.)

Review Milestones That Change Everything:

10 reviews = you are taken seriously

25 reviews = you are the go-to local option

50+ reviews = you dominate your area

Quality and Sustainability: The System That Lasts

Everything in this book up to this point will generate you enquiries. But there is a harder truth that needs to be said clearly:

The Fundamental Truth:

Short-term money comes from posting consistently.

Long-term money comes from doing the work brilliantly.

The system can generate all the leads in the world. If the work is poor, the reviews will be poor. The system collapses. Quality is not optional. It is structural.

The Non-Negotiable Standards

- Show up on time. Every time. If you are going to be late, call ahead.
- Do good work. Better than expected. Leave the place cleaner than you found it.
- Communicate clearly. Reply to messages quickly. Confirm appointments.
- Be respectful. Of the customer, their property, and their neighbours.
- Over-deliver slightly. Spend an extra five minutes finishing to a higher standard.
- Leave tidy. If you generate waste, take it or bag it.

The Psychology of Customer Retention

Most customers do not leave a provider because of price. They leave because of poor communication or unreliability. A customer who books you once a fortnight for grass cutting is worth £600 to £1,000 per year from a single relationship. Multiply that across 20 regular customers and you have a sustainable, predictable income.

Using AI to Write Your Posts: The ChatGPT Method

You do not need to be a great writer to post effectively. AI tools like ChatGPT (free at chat.openai.com) can write your Nextdoor posts, Facebook posts, and reply templates in seconds.

How to Use ChatGPT for Post Creation

SCRIPT / TEMPLATE

```
Write me a Nextdoor post for a local [service] business covering [area].  
The tone should be friendly, local, and trustworthy – not salesy.  
Include a before-and-after result, availability this week,  
and a call to action to message me directly.  
Keep it under 100 words.
```

ChatGPT will generate a ready-to-post version in seconds. Read it, adjust any details (area, service, pricing), and post it. That's it.

Building Your Content Library:

Save your best posts in a document or Notes app.

Reuse them every few weeks with slight variations.

Build a library of 20–30 posts and rotate them — your audience will not remember.

The goal is consistent presence, not creative perfection.

Copy-and-Paste Template Library

Every template below is ready to use. Replace the items in [brackets] with your own details and post immediately.

15 Nextdoor Post Templates

Template 1 — Availability Post

SCRIPT / TEMPLATE

Grass getting long? ✓
I'm covering [Area] this week and have a few slots left.
Front and back gardens from just £[X]. Same-day available.
Drop me a message or comment below ↓

Template 2 — Before and After

SCRIPT / TEMPLATE

Before → After
Completed this [service] in [Area] today. What a difference!
Available this week if yours needs attention. Message me anytime.

Template 3 — Seasonal Push

SCRIPT / TEMPLATE

[Season] is here and [issue]. Perfect time to get [service] sorted.
Available in [Area] from [date]. Message me for a free quote.

Template 4 — Community Tip

SCRIPT / TEMPLATE

Quick tip for [Area] residents: [Helpful seasonal tip related to your service].
Hope this is useful! Happy to help if anyone needs [service].

Template 5 — Scarcity Post

SCRIPT / TEMPLATE

Only [X] slots left this week! Covering [Area] for [service].
If you've been meaning to get this done, now's the time.
Message me today to lock in your slot.

Template 6 — Trust Post

SCRIPT / TEMPLATE

I've been helping residents in [Area] with [service] for [X months/years].

Always on time, always tidy, always fair pricing.

Happy to share references. Message me if I can help.

Template 7 — Upsell Post

SCRIPT / TEMPLATE

While I'm in [Area] this week doing [primary service], I'm also offering

[secondary service] at a discounted rate if booked on the same visit.

Message me to combine and save!

Template 8 — Free Quote Offer

SCRIPT / TEMPLATE

Not sure how much [service] should cost? I offer free, no-obligation quotes.

I'll come and take a look, tell you exactly what's needed and give you a fair price.

No pressure. Message me.

Template 9 — Same-Day Availability

SCRIPT / TEMPLATE

Just had a cancellation – free this afternoon for [service] in [Area].

First to message me gets the slot. Cash on completion.

Template 10 — Introduction Post

SCRIPT / TEMPLATE

Hi everyone – I'm [Name], based in [Area]. I offer [service 1], [service 2], and [service 3] to local residents. Happy to help! Message me anytime.

Template 11 — Referral Request

SCRIPT / TEMPLATE

If you've used my [service] and been happy with it, I'd really appreciate a recommendation on here – it makes a huge difference.

And if you know anyone who needs [service], please point them my way!

Template 12 — After Weather Post

SCRIPT / TEMPLATE

After all this [rain/wind/weather], gardens and [gutters/paths] are looking a bit sorry.

If you need [service], I'm available this week. Message me.

Template 13 — End-of-Season Push

SCRIPT / TEMPLATE

Last chance to get [service] done before [season change].

I'm in [Area] this week – message me to book in while you still can.

Template 14 — Photo Grid Post

SCRIPT / TEMPLATE

A few recent jobs across [Area].

Every job gets the same care and attention. Message me if you need [service].

Template 15 — Value Post

SCRIPT / TEMPLATE

I keep my prices fair and my work quality high.

[Service] from £[X]. [Area] and surrounding streets. Message me.

10 Facebook Group Reply Templates

Reply 1 — Someone Asking for a Recommendation

SCRIPT / TEMPLATE

Hi [Name]! I cover [area] and am available this week.

Happy to come take a look and give you a free quote. Feel free to DM me.

Reply 2 — Price Enquiry

SCRIPT / TEMPLATE

Prices vary depending on the size and condition of the job.

Happy to come and take a look and give you a proper quote – no charge, no obligation. When suits you?

Reply 3 — Urgency Enquiry

SCRIPT / TEMPLATE

Hi [Name]! I could potentially fit you in today or tomorrow if that helps?

Drop me a DM with the address and I'll confirm.

Reply 4 — Group Recommendation Post

SCRIPT / TEMPLATE

Thank you so much for the recommendation [Name]! Really appreciate it.

Always happy to help – anyone else feel free to message me!

Reply 5 — After Bad Experience with Another Provider

SCRIPT / TEMPLATE

Sorry to hear you had a bad experience. If you'd like a second opinion,

I'm happy to come and take a look. No pressure at all.

Reply 6 — Comparing Quotes

SCRIPT / TEMPLATE

Happy to give you a competitive quote. I work on quality and fair pricing.

Message me with details and I'll get back to you quickly.

Reply 7 — Seasonal Enquiry

SCRIPT / TEMPLATE

Perfect timing! I'm doing a lot of [service] in [area] this time of year.
Message me directly and I can usually get you booked in within a few days.

Reply 8 — Elderly or Vulnerable Customer

SCRIPT / TEMPLATE

Of course, happy to help. I'm local, reliable, and always take my time to explain everything clearly. Feel free to DM me or share my number.

Reply 9 — Large or Complex Job

SCRIPT / TEMPLATE

That sounds like a bigger project – I'd want to come and take a proper look before quoting. Can we arrange a visit? No charge for the assessment.

Reply 10 — Quick Reassurance

SCRIPT / TEMPLATE

Happy to share references from local residents.
Reliable, always tidy, and I always communicate clearly. Just message me.

5 Scarcity Posts

Scarcity 1

SCRIPT / TEMPLATE

Last two slots this week. [Area]. [Service]. Message me today if interested.

Scarcity 2

SCRIPT / TEMPLATE

Fully booked from [date] – taking bookings NOW for availability after that. Don't miss out!

Scarcity 3

SCRIPT / TEMPLATE

One cancellation just came in – I have half a day free today or tomorrow. First to message gets it.

Scarcity 4

SCRIPT / TEMPLATE

[X] bookings taken this week already. A couple of gaps left. [Area]. Message me quickly.

Scarcity 5

SCRIPT / TEMPLATE

Weather window coming up [day]. Perfect for [service]. Limited availability. Message me today.

5 Door-Knocking Scripts

Door-Knock 1 — After Completing a Nearby Job

SCRIPT / TEMPLATE

"Hi, sorry to disturb you. I've just finished [service] at number [X].
I noticed yours could use the same – I have time now if that's useful?
Happy to give you a quick price."

Door-Knock 2 — Cold Approach

SCRIPT / TEMPLATE

"Hi! I'm [Name], I do [service] in this area. I noticed your [garden/driveway] could do with some attention. Would you like a quick quote while I'm here?"

Door-Knock 3 — Returning After No Answer

SCRIPT / TEMPLATE

"Hi, I popped by earlier but you weren't in. I do [service] locally – here's my number. Give me a message if you'd like a quote."

Door-Knock 4 — Elderly Resident Approach

SCRIPT / TEMPLATE

"Hi there! I'm [Name] from [Area]. I help local residents with [service]. I'm in the street today and happy to have a look. No pressure at all."

Door-Knock 5 — Referral Knock

SCRIPT / TEMPLATE

"Hi, your neighbour at number [X] suggested I knock. I've just done their [service] and they thought you might be interested. Still in the area – happy to give you a quote?"

5 Testimonial Scripts (Read to Your Customer After the Job)

Testimonial Script 1 — Standard Ask

SCRIPT / TEMPLATE

"I'm so glad you're happy with it. Would you mind leaving a quick review on Nextdoor?"

Just mention [your name] and what I did today. It really does help a lot."

Testimonial Script 2 — Prompt for Specifics

SCRIPT / TEMPLATE

"If you leave a review, could you mention that I arrived on time and left everything tidy?"

Those are the things that matter most to other people looking for someone trustworthy."

Testimonial Script 3 — Facebook Version

SCRIPT / TEMPLATE

"If you're in any of the local Facebook community groups, a quick post saying you'd recommend me would be amazing. Thank you so much."

Testimonial Script 4 — Neighbour Referral

SCRIPT / TEMPLATE

"If any of your neighbours ever need [service], please pass my number on. I offer a discount to anyone referred by an existing customer."

Testimonial Script 5 — Repeat Booking Prompt

SCRIPT / TEMPLATE

"Would you like to set up a regular booking? Same price, same standard, every time. I can keep it consistent and you won't need to think about it."

5 Seasonal Posts

Spring

SCRIPT / TEMPLATE

Spring is here and gardens need some love! Perfect time to get [service] sorted.
Available in [Area] from [date]. Message me for a free quote.

Summer

SCRIPT / TEMPLATE

Grass growing fast in this heat! If your lawn is getting out of hand,
I'm covering [Area] this week. Message me.

Autumn

SCRIPT / TEMPLATE

Leaves falling and gutters filling up – time to get sorted before winter!
[Service] available across [Area] this month. Get in touch.

Winter

SCRIPT / TEMPLATE

Winter clearances available now. Overgrown growth, fallen branches, blocked
paths.
Keeping [Area] tidy through the colder months. Message me.

New Year

SCRIPT / TEMPLATE

New year, fresh start! If your home or garden has been on your to-do list,
January is the perfect time. Covering [Area] – message me for a quote.

5 Follow-Up Messages

Follow-Up 1 — After No Response to Quote

SCRIPT / TEMPLATE

Hi [Name], just following up on the quote I sent over.
Happy to discuss or adjust if needed. Let me know if you have any questions.

Follow-Up 2 — Seasonal Reminder to Past Customer

SCRIPT / TEMPLATE

Hi [Name]! I'm back in [Area] this week. Would you like me to [repeat service] again?

Same price as last time if you're happy.

Follow-Up 3 — Review Reminder

SCRIPT / TEMPLATE

Hi [Name], just wanted to check you were happy with the [service].

If you get a moment, a quick review on Nextdoor would mean a lot. Thank you!

Follow-Up 4 — Lapsed Customer

SCRIPT / TEMPLATE

Hi [Name], it's been a while! I'm back in your area soon – would you like to book again?

Happy to offer a returning customer discount.

Follow-Up 5 — Referral Request

SCRIPT / TEMPLATE

Hi [Name], hope all is well! If anyone you know needs [service], please do pass on my number. Always grateful for local referrals.

5 Pricing Scripts

Pricing Script 1 — When Asked Directly

SCRIPT / TEMPLATE

Prices start from £[X] for a standard [job].

For anything larger, I prefer to come and take a look first. Is that ok?

Pricing Script 2 — Anchoring

SCRIPT / TEMPLATE

A job like this can range from £[X] to £[X+] depending on condition.

For yours, I'd estimate around £[price]. Happy to come and confirm before you commit.

Pricing Script 3 — Justifying Price

SCRIPT / TEMPLATE

I'm not the cheapest but I'm reliable, I show up on time, and I do it properly.
Most customers find the price is worth it once they see the result.

Pricing Script 4 — Discount for Regular Booking

SCRIPT / TEMPLATE

If you'd like me to come regularly, I can do it for £[discounted price] ongoing.
Works out cheaper for you and means I can plan my schedule better.

Pricing Script 5 — Same-Day Premium

SCRIPT / TEMPLATE

For same-day, I normally add a small surcharge of £[X] to cover the short notice.
Still happy to do it today if that works for you?

Your 7-Day Action Plan: From Zero to First Paid Job

Stop reading and start doing. Here is your exact action plan, day by day.

Day 1 — Foundation

1. Download Nextdoor and set up your personal account with a real photo.
2. Join 20–30 Facebook groups in your local area.
3. Write your profile description (use the template in this book).
4. Identify your first service offering.
5. Write your first three Nextdoor posts using the templates. Schedule them.

Day 2 — Launch

1. Post all three Nextdoor posts: morning, midday, and evening.
2. Search all Facebook groups for buying intent. Reply to every relevant post.
3. Post your first Facebook availability post.
4. Sign up to MyJobQuote. Complete your profile fully.
5. Tell three people you know personally that you are offering this service.

Day 3 — First Job

1. Continue posting morning, midday, and evening on Nextdoor.
2. Search Facebook groups daily. Reply fast.
3. Accept your first job, even if it is small.
4. Take before, during, and after photos.
5. Ask for a review the moment the job is done.

Day 4 — Proof Building

1. Post your first before-and-after transformation photo.
2. Stack door knocking after your first job.
3. Share the public recommendation from your first customer.
4. Set up your own Nextdoor group.
5. Write and save five more templates using ChatGPT.

Day 5 — Momentum

1. Post in all Facebook groups with your transformation photo.
2. Follow up with any leads who did not respond.

3. Complete your second and third job.
4. Take more photos. Build your media library.
5. Update your Nextdoor profile with your first review.

Day 6 — Systemise

1. Schedule your posts for the next seven days.
2. Set a daily reminder to search Facebook groups for buying intent.
3. Create a simple spreadsheet to track jobs, earnings, and reviews.
4. Ask your best customer for a referral.
5. Count your earnings so far. You now have evidence it works.

Day 7 — Review and Scale

1. Review what worked best this week (which post type, which platform).
2. Double down on what generated enquiries.
3. Plan next week's jobs.
4. Set an income target for Week 2.
5. Share your success story. Motivate someone else to start.

Final Message: The Only Variable Left Is You

You have now read everything you need to know. Let me bring it back to where we started.

A teenager made £640 cutting grass. Another made £240 in a single day. Another made £140 washing cars.

None of them had a van. None of them had a registered business. None of them had professional equipment. None of them had experience. None of them had a marketing budget.

They had something more powerful than all of those things.

They decided to start.

That is the only real difference between the people who make money using this system and the people who do not. The system works. The platforms are free. The opportunities are real and they are in your neighbourhood right now.

The person three streets away from you is going on Nextdoor today and typing: 'Can anyone recommend a gardener?' 'Does anyone offer cleaning locally?' 'I need someone to wash my car.'

That person is looking for you. They just do not know it yet.

The Complete Formula:

- Visibility: Post three times a day. Join the groups. Cross-post.
- Consistency: Show up every day on the platforms, not just when you feel motivated.
- Speed: Reply to every buying signal faster than anyone else.
- Effort: Do the work. Turn up on time. Go above and beyond.
- Quality: Leave every customer happier than when you arrived.
- Action: Start today. Not Monday. Not next month. Today.

Now go and do it.

Your community is waiting.

— End of Guide —

From Zero to Earning | The Free Platform Method