

# MARKETING ENGINE & RELENTLESS SALES PLAYBOOK



 High School  
Hustle

WHERE THE FUTURE  
HUSTLERS ARE  
MADE

**2025**  
V2

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# Targeting the Right People ”

Finding the right customers saves time, increases sales, and leads to repeat business. Focus on people who already need your service:

## Homeowners & Renters - Recurring & Seasonal Needs

- ✓ **Who they are:** Homeowners, landlords, property managers, and renters who need regular maintenance.
- ✓ **Best Hustles:** Lawn care, power washing, snow removal, window cleaning, house cleaning, handyman work.
- ✓ **Where to find them:** Door-knocking, neighborhood groups, Nextdoor, real estate offices, and landlord associations.

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## Small Business Owners - High-Value Clients

- ✓ **Who they are:** Local businesses like gyms, salons, restaurants, and real estate agents.
- ✓ **Best Hustles:** Window cleaning, car detailing, social media marketing, graphic design, cleaning services.
- ✓ **Where to find them:** Cold calls/emails, networking events, Chamber of Commerce, business Facebook groups.

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## Property Managers & Realtors - Bulk Work & Recurring Jobs

- ✓ **Who they are:** Apartment managers, Airbnb hosts, and realtors looking to maintain or stage properties.
- ✓ **Best Hustles:** Power washing, lawn care, turnover cleaning, handyman services, pest control.
- ✓ **Where to find them:** LinkedIn, Zillow rental listings, real estate Facebook groups, cold outreach.

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## Students & Parents - Word-of-Mouth Growth

- ✓ **Who they are:** High school & college students who need affordable, reliable services.
- ✓ **Best Hustles:** Hair styling, nails, tutoring, babysitting, photography, fitness coaching.
- ✓ **Where to find them:** School groups, social media, local bulletin boards, friend referrals.

## Event Planners & Organizations - High-Paying Clients

- ✓ **Who they are:** Event planners, wedding coordinators, corporate teams, sports leagues.
- ✓ **Best Hustles:** Photography, videography, catering, event setup/cleanup, DJing.
- ✓ **Where to find them:** Wedding expos, LinkedIn, networking events, local event planning groups.

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## Pet Owners - Easy Recurring Revenue

- ✓ **Who they are:** Busy pet owners needing reliable pet care.
- ✓ **Best Hustles:** Dog walking, pet sitting, pet grooming, poop pickup.
- ✓ **Where to find them:** Dog parks, vet clinics, pet stores, Nextdoor.

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## Construction & Renovation Companies - Big Jobs, Steady Work

- ✓ **Who they are:** Contractors, home builders, rehabbers flipping homes.
- ✓ **Best Hustles:** Trash removal, power washing, painting, final cleaning, handyman services.
- ✓ **Where to find them:** Local contractor meetups, Facebook groups, job sites.

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## Car Owners & Dealerships - High-Margin, Recurring Work

- ✓ **Who they are:** Car dealerships, rental agencies, and busy professionals.
- ✓ **Best Hustles:** Mobile car detailing, headlight restoration, interior deep cleaning.
- ✓ **Where to find them:** Auto repair shops, car dealerships, office parks, corporate lots.

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## Gyms & Fitness Communities - Niche, Loyal Customers

- ✓ **Who they are:** Gym owners, personal trainers, CrossFit coaches, yoga instructors.
- ✓ **Best Hustles:** Personal training, meal prep, apparel design, social media marketing.
- ✓ **Where to find them:** Gyms, fitness expos, wellness Facebook groups.

# The Growth Plan ”

This is NOT theory. This is what real business owners do. Pick 1 strategy below and start today.



## 1. Relentless Outreach: Cold Calls & Door Knocking

📞 Call, text, or DM 10+ potential customers per day.

📌 Knock on doors and offer limited-time deals (Example: 20% off first job).

📺 Watch: [Secrets To Mastering Door to Door Sales \(Full Masterclass\)](#)



📺 Watch: [How to Cold Call](#)



## 2. Get Found Online: Google My Business & Nextdoor

🔍 Set up a Google My Business profile so locals can find you.

📌 Post weekly in Nextdoor & Facebook neighborhood groups to offer your services.

📺 Watch: [Set Up Google My Business in 15 Min](#)



📺 Another Watch: [Google My Business SEO 2025 \(7 Tricks to Rank #1 in Google Maps\)](#)



## 3. Flyers & Neighborhood Drops: Get Noticed in Real Life

📄 Design a simple flyer, social media posts, or business cards (use Canva or Microsoft Word) with a strong offer (Example: “\$20 off your first lawn mow!”).

📌 Drop 100+ flyers at coffee shops, gyms, and mailboxes in your area. NOTE: You **CANNOT** put flyers IN a mailbox.

📺 Watch: [Flyer Design Guide: How to Make a Flyer Your Audience Will Love](#)



## 4. Social Proof & Referrals: Turn Customers into Salespeople

📸 Post before/after pics & testimonials 3x per week on Instagram & TikTok.

✉️ DM 10+ potential customers daily offering a free service in exchange for a review.

📺 Watch: [How to get Google Reviews For My Business](#)



## 5. Create Recurring Customers: Build a Subscription Model

👤 Offer a “Refer a Friend” deal: \$10 off for both when they refer a new customer.

💰 Set up a subscription model (Example: Weekly lawn mowing, monthly car detailing, etc.).

📺 Watch: [9 Surprisingly Easy Referral Marketing Strategies for Your Business](#)



# Marketing Hacks for Maximum Impact

Finding the right customers saves time, increases sales, and leads to repeat business. Focus on people who already need your service:

🎯 **Homeowners & Property Managers** - They always need lawn care, power washing, window cleaning.

🏪 **Small Businesses** - Restaurants, salons, and gyms need window cleaning, car detailing, or advertising.

💬 **Community Groups** - Use churches, neighborhood groups, and local events to find clients.

📈 **Upselling & Cross-Selling** - Suggest additional services (Ex: Lawn mowing → ask if they need mulching).

🔄 **Upsell:** If someone buys a lawn mowing, offer bush trimming or weed removal too.

📦 **Bundle Deals:** “3 car washes for \$50” or “Lawn care package - mow & trim for \$75.”

📅 **Automate Bookings & Payments**

📅 Use Calendly so clients can book you online—no back and forth texting.

💰 Accept Venmo, Cash App, Zelle, and Square to make payments easy.

🔥 **Get Featured in Local Media (PR Hack!)**

✉️ **Email local news stations:** “I’m a high school student running a business and helping the community. Would love to share my story.”

📺 **Watch:** [How to Get Local News to Feature Your Business](#)



## Your Action Plan: Execute & Grow

- ✓ Pick 1 strategy TODAY. The faster you act, the more you’ll earn.
- ✓ Set a daily sales goal. (Example: 5 calls, 5 texts, 1 new customer per day.)
- ✓ Track your wins. Keep a Google Sheet of every customer and how they found you.



# Door Hangers

## Your #1 Growth Tool

One of the most effective ways to grow your side hustle is by using door hangers. This simple marketing tool allows you to reach local homeowners directly, letting them know about your services.

### Example Door Hanger Content:

### Front

**📞 AFFORDABLE & RELIABLE STUDENT SERVICES 📞**  
Fishers High School Student: [Your Name]  
📞 Contact: [Your Phone Number]

**🚀 3 GREAT OFFERS! 🚀**

- ✅ Lawn mowing - As low as \$35 per cut
- ✅ Weed pulling & leaf removal - \$25 per hour
- ✅ Dog waste pick-up - \$20 per week

Support a local student while keeping your home looking great! Call or text today!

### Back

**Why Choose a High School Student?**

- ✓ Affordable pricing
- ✓ Hardworking and dependable
- ✓ Supports local students

📍 Serving the Fishers Community!

📞 Call/Text: [Your Phone Number]

Schedule your first service today!

### How to Use Door Hangers Effectively:

1. **Target the right neighborhoods** - Focus on areas where homeowners may need your services, such as neighborhoods with large lawns or pet owners.
2. **Be consistent** - Deliver door hangers at least once a month to keep your services top of mind.
3. **Follow up** - If possible, knock on the door and introduce yourself.

### Resources to Help You Succeed:

- Door Hanger Marketing Tips
- Quick Side Hustle Growth Hack



- Customize the door hanger with your information.
- Print a batch of 100+ and start distributing in your area.
- Track your responses - Ask customers how they heard about you!

### Your Personal Plan

Write down the top 3 strategies you plan to use to grow your hustle:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Proven Strategies to Land More Customers”

## LOCAL OUTREACH & WORD-OF-MOUTH

- 📄 **Flyer Drops** - Place flyers in coffee shops, gyms, and community centers, neighborhoods (not in mailboxes).
- 🏠 **Neighborhood Signs** - Place yard signs at past jobs (with permission) to attract new customers.
- 👉 **Team Up with Other Hustlers** - Partner with dog walkers, landscapers, or barbers for cross-referrals.
- 🎓 **Leverage Schools & Churches** - Ask teachers, coaches, or youth pastors to share your service.
- ✉️ **Cold Email Local Businesses** - Reach out to realtors, gyms, salons, and restaurants needing services.

## ONLINE PRESENCE & SOCIAL MEDIA

- 📱 **TikTok & Instagram Reels** - Show before/after results to grab attention.
- 📢 **Facebook Marketplace & Local Groups** - Promote services with limited-time deals.
- 🗣️ **Customer Testimonial Videos** - Ask happy clients to record a quick video review.
- 🏆 **Run a Giveaway** - “Tag a friend & share this post for a free service!”
- 📸 **Before & After Posts** - Show transformations for detailing, cleaning, or styling.
- 👉 **Exclusive Discounts for Businesses** - Offer deals for gym employees, baristas, or realtors.

## CREATIVE DEALS & INCENTIVES

- 🎉 **First-Time Customer Discount** - 20% off their first service.
- 📺 **Free Add-On for New Customers** - Ex: Free tire shine with a car wash or deep conditioning with a haircut.

## SCALING & AUTOMATION

- ★ **Ask for Google Reviews** - Text happy customers asking for a 5-star review.
  - 📱 **Follow Up with Past Customers** - Text them a month later: “Need another service?”
-

## PRICING & MAXIMIZING PROFIT (CHARGE MORE FOR THE SAME WORK)

How to increase pricing while keeping customers happy.

**Bundling Services** - Sell packages (e.g., "\$250" or "5 babysitting sessions for \$100").

**Premium Offer Add-Ons** - "Priority scheduling for +\$10."

**Anchor Pricing** - Show a higher-priced option first so customers see more value in your standard service.

**Action Step:**

→ Test raising prices by 10-20% and bundle services for higher ticket sales.

## THE REFERRAL MACHINE (TURNING 1 CUSTOMER INTO 5)

**Bounty Partnerships** - Realtors, gyms, barbers—pay them \$10 per referral.

**Automated Follow-Ups** - Text customers a month later: "Need another service?"

**Action Step:**

→ Text 5 past customers **TODAY** offering a referral deal.

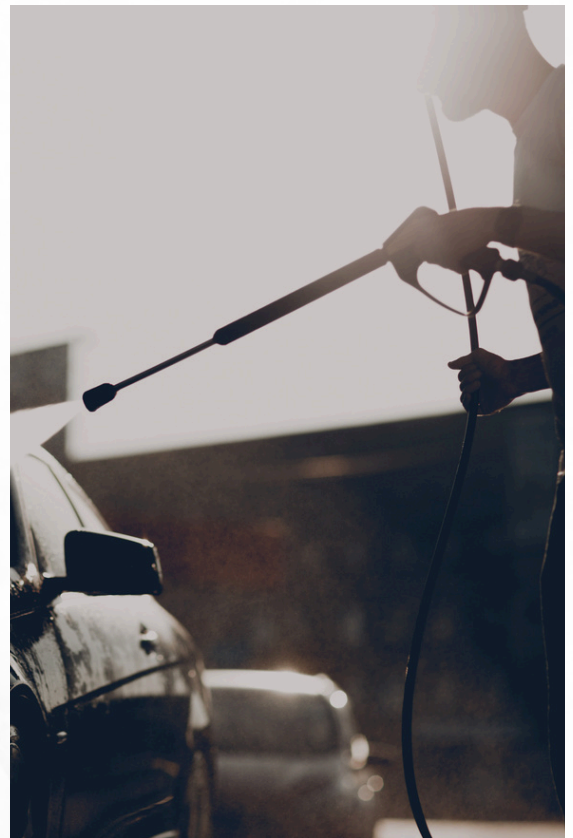


## UPSELLING & EXPANDING (GET MORE \$\$ FROM EACH CUSTOMER)

**Seasonal Hustles** - Snow removal in winter if you mow lawns in summer.

**Bulk Discount for Big Jobs** - "Full house detailing package: Windows + power washing + gutters = \$400."

**Action Step:** → Next time a customer books, offer 1 extra service.



## BUSINESS IMAGE & TRUST (WHY PEOPLE PAY MORE)

**Logo & Brand** - A simple professional name & logo makes you look serious.

**Website** - Free + builds credibility. Use this AI Website Link

**Before & After Pictures** - Social proof increases trust & gets sales faster.

**Action Step:**

→ Spend 1 hour making a SIMPLE website or clean social media presence.