

A LEAD VENTURE PLAYBOOK

THE 12 PACK

Turn one job into twelve. The neighborhood domination system from 25,000 doors knocked.

by **Jonathan Blake** — The Lead Venture

One Job. Twelve Customers.

"Most contractors finish a job, pack up, and leave money on the street."

The 12 Pack turns a single job into a four-phase neighborhood campaign — **before, during, after, and follow-up** — so every house around the jobsite knows your name, has your offer, and has a reason to call before the deadline hits.

This isn't theory. It's the exact system Jonathan Blake ran across 25,000 doors knocked, 8,000 face-to-face conversations, and over \$1M in lawn maintenance and hardscaping sold in a single year.

⚡ **The golden rule:** Every single touch in this playbook carries a promotion with a deadline. "We're in the neighborhood" is the reason for the discount — it feels earned, not desperate. No promotion, no urgency, no action.

📁 STACK THE OFFER — DON'T JUST DISCOUNT

A bare "20% off" is weak. Stack four parts:

1. **The discount** — the "why" (we're already in the neighborhood)
2. **A bonus** — something free on top (free gutter cleaning with every roof, free upgrade)
3. **A guarantee** — reverse the risk ("if you're not happy, we'll make it right")
4. **The deadline** — when it expires, and why (crew leaves the area, schedule fills)

A stacked offer converts dramatically better than a discount alone — because now they're not just saving money, they're getting more and risking nothing.

Lock In Your Best Salesperson

The person who just paid you. Don't waste them.

Before you touch the neighborhood, lock in the customer. They're your highest-leverage marketing asset.

- **Get the Google review.** Text them a direct link the day the job is done, while they're happiest. QR code on the final invoice as backup. Reviews are the #1 thing neighbors check before calling.
- **Capture the proof.** Before, during, and after photos and video on every job. Get a 30-second video testimonial on your phone. This content fuels everything downstream — door hangers, mailers, ads, social. No content, no proof.
- **Ask for introductions, not referrals.** Don't say "refer us." Say: "We're offering free [home exterior inspections / diagnostics / estimates] to folks in the neighborhood — who do you know that might want one?" A free, low-barrier offer is easy to pass along. A referral feels like selling. An introduction feels like helping. Then make it real:

 **Take a picture with the homeowner** — right there on the spot. That's your social proof.

 **Start a 3-way text** — you, the homeowner, and the neighbor: "Hey [neighbor], I'm here with [homeowner] — they mentioned you might need [service]. We're doing [offer] for neighbors until [date]." The homeowner in the chat changes everything. It's not a cold text, it's a warm intro with a witness.

 **Or ask them to walk you down.** "Would you mind walking me down to their house and introducing us?" Nothing beats a face-to-face intro from a trusted neighbor.

- **Enroll them in your loyalty program on day one.** Every new customer gets onboarded into a tiered loyalty/referral program with real cash bonuses. Multiple tiers — the more people they bring in, the higher the tier, the bigger the payout. Make it tangible: "Bring us 1 customer, get \$X. Bring 3, you move up a tier and get \$Y each." Spell out the tiers on a one-pager they take home. Real money, real tiers, no confusing points.
- **Get yard sign permission** in writing on the work order. No awkward conversations later.
- **Leave branded magnets or stickers** — name, number, what you do. Goes on the fridge, the toolbox, the breaker box. Keeps you top of mind for years.
- **Send a handwritten thank-you card** within a week. Real note, real handwriting, mailed. Turns a transaction into a relationship.
- **Add them to the Christmas card list.** One personal card a year, every year. Cheapest retention tool there is.

Why retention is where the money is: You already paid to acquire this customer — the ads, the knock, the estimate, the close. That cost is sunk. The real profit comes from selling to the same customer over and over: the upsell, the cross-sell, the next service, the maintenance plan. A customer who buys once is a transaction. A customer who buys three times is a business.

Why it works: One happy customer produces reviews (social proof), content (marketing fuel), referrals (warm leads), and permission (yard signs). Skip this phase and you're building on sand.

"We're Coming"

Knock every surrounding door before the crew arrives.

Hit every door around the jobsite — front, both sides, across the street. You're not selling yet. You're being a good neighbor with an offer they can't ignore.

LOOK UP WHO LIVES THERE FIRST

Go to **truepeoplesearch.com** and pull the names, phone numbers, and emails for the homeowners in the complex or on the street. Roughly 75–80% accurate — good enough to know who you're knocking on, personalize the conversation ("Hey, are you [name]?"), and build your text and retargeting lists. Free, takes five minutes, and walking up knowing their name changes the entire dynamic.

HIT PAST CUSTOMERS FIRST

Before you knock a single new door, pull up every past customer in the job's zip code. Call or text: "Hey [name], we're going to be working over at [address] next week — wanted to let you know since we're in the area. Still doing [offer] if you need anything." Past customers buy at 5–10x the rate of cold neighbors. They're the warmest leads you'll ever touch, and most contractors forget they exist.

THE NOTE

"Hey — we're going to be working at [address] on [dates] doing [type of work]. Sorry in advance for the noise. **Since we're already in the neighborhood, we're doing 20% off** on the same work until [deadline]. If you or anyone you know needs it, now's the time."

Why it works: You're not a stranger knocking cold — you're the crew trusted enough to already be working in their neighborhood. The noise apology is disarming. The neighborhood discount with a hard deadline gives them a reason to act now instead of "thinking about it."

PHASE 2 — DURING THE JOB

"We're Here"

Knock while the trucks are in the driveway.

While the crew is on-site, knock again. Trucks in the driveway, guys on the roof — you're visible, you're real, you're busy. That's social proof they can see from their kitchen window.

YARD SIGNS — 30 DAYS, EVERY JOB

Signs go up on day one and stay for a full 30 days after the job is done. If the property is in a complex or neighborhood with shared entrances or exits, put signs at those choke points too. Every car driving in or out sees your name, your number, and your offer.

CHALKBOARD OFFER SIGN

Next to the yard sign, put out a chalkboard-style A-frame with a live offer: "FREE INSPECTION" / "FREE DIAGNOSTIC" / "FREE ESTIMATE" — whatever fits the trade. Handwritten looks human and urgent, not corporate. There's always an offer on it.

BRANDED TRUCKS OUT FRONT

Don't hide the trucks around back. Branded vehicles parked visibly on the street are free billboards. The more branded presence on the street, the more legitimate the whole operation looks to every neighbor watching.

THE CONVERSATION

"We're doing [job] next door — noticed your [roof/gutters/driveway]. Want me to take a quick look while we're here? We're doing 20% off for neighbors until [deadline]."

Why it works: Nobody ignores the crew that's already working on their street. You're not interrupting — you're already there. The offer is the same one from Phase 1, so it feels consistent, not pushy.

"We Just Finished"

Knock one more time. Show the proof.

The job is done and it looks great. Knock again — if someone answers, walk them over to see the finished work. If not, leave a door hanger.

THE DOOR HANGER

"We just finished [type of work] at [address]. Here's the before and after. **20% neighborhood discount** good until [date]."

Why it works: The neighbor just watched the entire job happen. The before/after is undeniable proof. The deadline hasn't changed — but now it's closer, which makes it more real.

DON'T LET WARM LEADS GO COLD — TEXT THEM

When someone at the door says "maybe," get their cell number. Then run a 3-text sequence:

Day 1: "Hey [name], it's [you] from [company] — we just finished up at [address]. Still doing 20% off for neighbors until [date]. Want me to swing by for a free look?"

Day 3: "Quick heads up — the neighborhood discount ends [date]. Happy to answer any questions."

Day 7 (deadline day): "Last call — the 20% ends today. Want in?"

Text gets 98% open rates. Most contractors never follow up once. Three texts will close deals the knock alone won't.

GRAB THE EMAIL TOO

While you're texting, ask: "Can I send you our free seasonal home maintenance checklist?" One sentence, no pressure. Now you've got their email for seasonal campaigns, EDDM follow-ups, and the annual Christmas card list. SMS closes deals; email keeps you in touch for years.

Direct Mail Blitz

Hit the same streets with mail the following week.

Same neighborhood, same offer, new channel. Two angles — pick the one that fits:

- **"We were just in your neighborhood"** — free inspections, free estimates. Social proof: we already work here.
- **"We're still in the area"** — creates urgency. We're here now, but not for long.

Why it works: They've seen your trucks, gotten your notes, maybe talked to you face-to-face — and now there's a mailer on their kitchen counter. You're not a company anymore. You're *the* company that's everywhere in their neighborhood.

EDDM at 30 & 90 Days

Cheap mail. Compounding familiarity.

Run Every Door Direct Mail to the **entire carrier route** at 30 and 90 days after the job — not just the streets you knocked, the whole route. EDDM runs about \$0.35 per piece all-in (\$0.26 postage as of July 2026 + printing) — the cheapest touch in the whole system.

- **30 days:** "Still thinking about [service]? Here's what your neighbors did." — social proof angle.
- **90 days:** Seasonal or urgency angle. "Before [season], get [service] handled."

Why it works: The people who didn't buy in Phases 1–4 now see you again. Familiarity compounds. By the third or fourth touch, you're not a stranger — you're the obvious choice.

Retarget the Zip Code

Own the neighborhood online too.

Take every address you touched — the knock list, the mailer routes, the full zip codes — plus your customer list, and turn them into ad audiences on Meta and Google:

- **Upload to Meta and Google:** the knock addresses, the mailer routes, entire zip codes from the job area, and your past customer list.
- **Run retargeting ads:** before/after photos, a testimonial from the original job, the same limited-time offer.
- **Layer a 1% lookalike** of that audience to find similar homeowners nearby.

Why it works: They've seen your trucks, your notes, your mailers — and now your ads follow them on their phone. You're omnipresent in a 10-block radius. When they finally need the work, there's only one name in their head: yours.

 **Track every phase.** Use a different phone number or QR code on each touch — the door hanger, the mailer, the EDDM, the yard sign. When someone calls, you know exactly which phase produced them. Kill what doesn't convert, double down on what does.

 **Respond in under 5 minutes.** When someone calls, texts, or scans from any touch, speed wins. Set up instant text auto-replies so no lead ever waits: "Thanks for reaching out! We'll call you within 15 minutes." Then actually call within 15 minutes.

The 12 Pack Action Checklist

Print this. Tape it to the dashboard. Don't start a job without it.

☐ PHASE 0 — Anchor customer (day of completion)

- ☐ Text the Google review link (QR on invoice as backup)
- ☐ Shoot 30-sec video testimonial on your phone
- ☐ Capture before/during/after photos
- ☐ Ask for INTRODUCTIONS (not referrals) — free low-barrier offer, photo with homeowner, 3-way text or walk-down intro
- ☐ Enroll them in tiered loyalty program (real cash bonuses, one-pager with tiers)
- ☐ Get 30-day yard sign permission in writing on the work order
- ☐ Leave branded magnets/stickers
- ☐ Send handwritten thank-you card within a week
- ☐ Add to annual Christmas card list

☐ PHASE 1 — Before the job

- ☐ Look up homeowners on truepeoplesearch.com (names, numbers, emails)
- ☐ Call/text past customers in the same zip ("we're going to be in your area")
- ☐ Map the 12+ surrounding doors (front, sides, across street)
- ☐ Knock each door; leave "in the neighborhood" note with promotion + deadline
- ☐ Log every address + outcome in your knock sheet

☐ PHASE 2 — During the job

- ☐ Yard signs up day one (property + complex entrances/exits if applicable)
- ☐ Chalkboard A-frame with live offer (free inspection/diagnostic/estimate)
- ☐ Branded trucks parked visibly out front
- ☐ Knock surrounding doors again — offer a free on-the-spot look
- ☐ Log every conversation

☐ **PHASE 3 — After the job**

- ☐ Knock a third time; show finished work if they answer
- ☐ Leave door hanger with before/after + offer + deadline (unique QR/phone)
- ☐ Get cell numbers from "maybe" leads — start 3-text sequence (day 1, 3, 7)
- ☐ Grab emails too ("free seasonal maintenance checklist")
- ☐ Confirm yard sign stays 30 days

☐ **PHASE 4 — Direct mail blitz (week after)**

- ☐ Mail the knock zone: "We were just in your neighborhood" or "We're still in the area"
- ☐ Unique phone/QR so you can track response

☐ **PHASE 5 — EDDM (30 + 90 days)**

- ☐ Full carrier route, not just knocked streets
- ☐ 30-day: social proof angle ("Here's what your neighbors did")
- ☐ 90-day: seasonal/urgency angle

☐ **PHASE 6 — Digital retargeting (ongoing)**

- ☐ Upload knock addresses + mail routes + zip codes + customer list to Meta & Google
- ☐ Run before/after + testimonial + offer ads
- ☐ Build 1% lookalike for surrounding areas

☐ **MEASURE**

- ☐ Log every lead with its source phase
- ☐ Monthly: kill the weakest phase, double the strongest

THE MATH

Seven Touches. Four Channels. 90 Days.

3

In-person knocks per door

1

Door hanger drop

1

Direct mail blitz

2

EDDM follow-ups

Plus ongoing digital retargeting across the entire neighborhood.

Most contractors get zero touches. You get seven.

 **Real results:** Jonathan ran this exact system with his Florida tree service and with roofing clients — one job typically turned into 3–5 closed deals, with 10–15+ conversations per neighborhood. Results vary by product, service, and price point, but the math holds: more touches, more conversations, more closes.

RESOURCES

Tools Mentioned in This Playbook

Everything you need to run the 12 Pack.

- **truepeoplesearch.com** — Free homeowner lookup. Names, phone numbers, emails by address. ~75–80% accurate.
- **USPS Every Door Direct Mail (usps.com/eddm)** — Target full carrier routes without a mailing list. ~\$0.35/piece all-in.
- **Meta Ads Manager** — Upload address/zip/customer lists as custom audiences. Build 1% lookalikes.
- **Google Ads** — Same custom audience uploads for Search, Display, and YouTube retargeting.
- **Google Business Profile** — Where your reviews live. Text customers a direct review link the day the job is done.
- **QR code generator** (qr-code-generator.com or similar) — Unique QR per phase for tracking. Free.
- **Call tracking** (CallRail, WhatConverts) — Unique phone numbers per touch so you know exactly which phase produced each lead.
- **The Lead Venture (theleadventure.com)** — Recommended for CRM, call tracking, SMS automation, review automation, and follow-up sequences. One system that runs the entire 12 Pack on autopilot instead of duct-taping six tools together.

Don't have these set up? That's exactly what The Lead Venture builds for contractors — review automation, SMS follow-up sequences, custom audiences, retargeting, call tracking, all running on autopilot. See the last page.

Want This Running **On Autopilot?**

The 12 Pack works. But doing it manually for every job is a full-time job in itself. The Lead Venture builds the systems — direct mail automation, custom audiences, retargeting, follow-up sequences — so every job you finish automatically triggers the next twelve.

\$0 to start. Live in 3 days. No contracts.

theleadventure.com



Try the 12 Pack ROI Calculator

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