

Blue Collar Branding Checklist

Actionable Steps to Transform Your Home Service Business

Use the CARE framework to clarify your brand, align operations, ensure relevance, and deliver memorable experiences, turning your service company into a market leader.



Clarity: Define Your Mission and Shared Values

- Define your core mission:** Write a one-sentence statement that defines why your business exists beyond profit (e.g., “We protect homes from water damage with reliable plumbing solutions”).
- Rally your team around shared values:** Identify 3-5 principles guiding your team’s behavior, such as transparency or respect for customers’ homes. Align your team around these values.
- Create a relevance statement:** Use the formula “We help [ideal customer] who [characteristic] to [solve problem] with [solution] so they can [outcome].” (e.g., “We help busy homeowners maintain comfort with efficient HVAC systems so they enjoy peace of mind.”)

Alignment: Integrate Brand with Operations

- Break down silos:** Create an initiative with leadership, office staff, and field technicians to break down barriers between operations, brand relevance, and customer experience.
- Align leadership behavior:** Ensure leaders model shared values (e.g., if transparency is a value, share pricing openly). Recognize and address misaligned actions promptly.
- Train team on messaging:** Provide a one-page guide with key messages about your mission, values, and customer problems solved. Practice these in team meetings.

Relevance: Stand Out in the Market

- Identify your ideal customer:** Use the GAPP exercise to define your customer’s goals, agitations, problems, and how you position your service as the solution.
- Analyze customer reviews:** Review 10 recent Google reviews to identify what customers value (e.g., reliability, peace of mind). Adjust messaging to integrate these customer-focused ideas.
- Simplify your messaging:** Ensure all marketing materials (website, ads, truck wraps) focus on customer outcomes (e.g., “Enjoy a comfortable home”) rather than features (e.g., “We use premium parts”).

Experience: Deliver Memorable Service

- Use the CARE interaction framework:** Train staff to Connect (greet warmly), Assess (ask clarifying questions), Respond (explain findings), and Ensure (confirm satisfaction) in every customer encounter.
- Create signature moments:** Identify one unique action (e.g., leaving a thank-you note, leaving no mess, personal follow up) to make your service memorable.
- Measure customer experience:** Track metrics like customer satisfaction ratings, review sentiment, and referral generation to ensure consistent delivery.

Appliance Repair	Duct Cleaning	Garage Floor And Concrete Coating	Home Inspectors	Landscaping	Pest Control	Solar Energy
Bathroom Remodeling	Electrical	Gutter Cleaning	House Cleaning	Lawn Care	Plumbing	Tree Services
Carpet Cleaning	Fencing	Handyman Services	HVAC	Locksmith	Pool Cleaning	Water and Smoke Restoration
Dog Walking	Flooring	Handscaping	Junk Removal	Moving	Pressure Washing	Window Cleaning
Drywall	Garage Door Services		Kitchen Remodeling	Painting	Roofing	+ More.

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Build a Marketing Machine

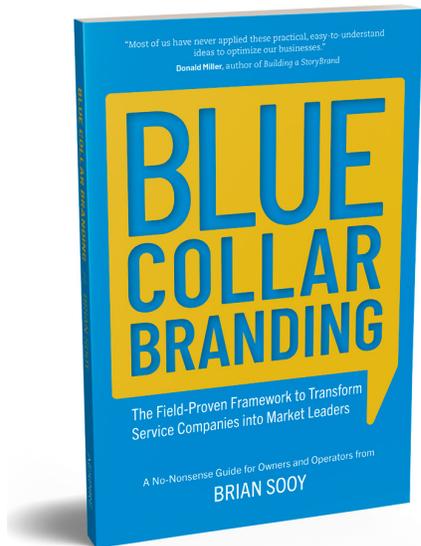
- ❑ **Conduct a marketing audit:** Review your website, ads, and social media to ensure they align with your relevance statement and focus on customer problems.
- ❑ **Build a referral program:** Offer rewards (e.g., savings offers) for customers who refer others. Provide easy sharing tools like referral cards, links, or a platform.
- ❑ **Track key metrics:** Monitor cost per acquired customer, lead response time, and review generation rate to measure marketing revenue.

Implementation Tips

- ❑ **Start Small:** Begin with one section (e.g., Clarity) and complete those tasks before moving to the next. The framework rewards consistent, incremental progress.
- ❑ **Involve Your Team:** Share the checklist with your team to ensure buy-in and alignment, as silos can undermine branding efforts.
- ❑ **Measure Progress:** Revisit the checklist monthly to track completed actions and assess improvements in customer feedback, referrals, or revenue.

Is your local home services market stuck in the invisibility gap?

Blue-Collar Branding is a no-nonsense, field-tested guide to turn your independent, essential home services business into the go-to choice for customers, commanding premium prices and driving sustainable growth.



Blue Collar Branding: The Field-Proven Framework to Transform Service Companies into Market Leaders

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Amplify the speed and effectiveness of your marketing.

Put Ella Ai to work immediately crafting a marketing strategy to build a foundation. Then, use Ella to build a marketing plan, write a messaging guide, define a content strategy, outline a website, and more. Try Ella Ai enhanced with *Blue Collar Branding* for 14 days free at partner.ellavator.ai/free-trial

Blue Collar Branding is written specifically for blue-collar service businesses facing real-world challenges: competing against deep-pocketed corporations, attracting top talent, and breaking free from price wars.

Author Brian Sooy, Marketing Director at Gorjanc Home Services, and certified and StoryBrand Branding expert with over 40 years of experience, introduces the CARE framework (Clarity, Alignment, Relevance, Experience) to help you:

- **Clarify your value:** Craft a compelling brand story that resonates with customers’ emotional needs, not just technical fixes.
- **Align your team:** Transform technicians into brand ambassadors who deliver consistent, memorable experiences.
- **Stand out in a crowded market:** Claim your relevance as the trusted solution for your ideal customers.
- **Create raving fans:** Turn every service call into a word-of-mouth experience that fuels referrals and repeat business.

With practical tools like the Four-Layer Value Exercise, GAPP customer analysis, and actionable marketing strategies, you’ll learn how to build a marketing machine, optimize your Google presence, and escape the “invisibility gap” that keeps great businesses stuck.

Endorsement for Brian Sooy’s Expertise:

“Brian Sooy’s strategies shouldn’t be secrets... Thanks, Brian, for making practical solutions so accessible!”

– Donald Miller, author of *Building a StoryBrand*

Why wait to unlock your business’s potential? Whether you’re a family-owned operation or scaling regionally, *Blue Collar Branding* equips you with the strategies to dominate your market, boost profits, and build a legacy.



Grab your copy today and start transforming your service company into a market leader that customers recommend most!

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