The Non-Marketer's Marketing Checklist

for Service Businesses

How to Look More Professional and Win More Customers



By Marilyn Solomon ~ November 2026

The Non-Marketer’s Checklist for Service Businesses

This checklist has been created specifically for service business owners who don't have a marketing background. There's no jargon, no complicated strategies, and no pressure to do everything at once.

You'll find simple ideas that can help you attract more customers. How is this achieved? By building trust before they've even met you and maintaining that trust all the way through to them recommending you to others.

Background

Most service business owners focus on doing great work. And that's exactly how it should be.

But long before a customer experiences the quality of your work, they're already forming an opinion about your business.

The good news is that looking more professional doesn't have to be expensive or complicated.

You might think of this checklist as a marketing checklist, and you'd be right. But marketing isn't just advertising or posting on social media. Every interaction a potential customer has with your business helps shape their decision whether to contact you or move on to someone else.

In simple terms, marketing helps people:

- ✓ Notice your business,
- ✓ Trust your business, and
- ✓ Choose your business.

The more professional and trustworthy your business appears, the easier it becomes for customers to choose you.

Not every suggestion will be relevant to your business, and that's perfectly fine. Think of this as ***a menu of ideas rather than a list of rules***. Choose the items that best suit your business, budget and goals.

Small improvements can make a surprisingly big difference. Every step that helps a customer feel more confident about your business can help generate more enquiries, more recommendations and, ultimately, more customers.

What You'll Find Inside:

✓ Professional Presence
The things that help your business look established and trustworthy.

✓ Getting Found
Simple ways to help potential customers discover your business.

✓ Building Trust
Reviews, testimonials and other confidence-builders that reassure new customers.

✓ Staying Visible
Easy ways to keep your business in front of existing and potential customers.

✓ Customer Experience
Small touches that encourage repeat business and referrals.

Remember, you don't need to tackle everything at once. Even completing one or two items can help strengthen your professional image and support the growth of your business.

Let's begin your practical journey towards business growth...

The Non-Marketers Marketing Checklist

- Start small
- Choose just 2-3 items to work on this month
- Once those become routine, move on to a few more

Professional Presence

Does your business look trustworthy and professional?

□ I have a business name

□ I use a professional business email address

□ My branding is consistent (logo, colours, etc.)

□ My quotes, invoices and paperwork look professional

□ My customer journey feels professional from first contact to payment

Getting Found

Can potential customers find me?

□ I appear where customers search for businesses like mine

□ I have a Google Business Profile (if appropriate)

□ My contact details are easy to find

□ My services and locations are clearly stated

Building Trust

Why should a customer choose me?

□ I regularly ask customers for reviews

□ I display reviews or testimonials

□ I showcase examples of my work

□ I ask happy customers for referrals

The Non-Marketers Marketing Checklist (cont'd)

Staying Visible

How do I remain in front of potential customers?

□ I stay active in relevant local groups or communities

□ I share helpful content, tips or examples of my work

□ I keep in touch with previous customers

□ I have a simple strategy for generating repeat business

Customer Experience

What is it like to work with me?

□ I respond to enquiries promptly

□ My voicemail sounds professional

□ My quotes are clear and easy to understand

□ My invoices are professional

□ I look for ways to exceed customer expectations

Action Plan

Choose your next 3 improvements:

1. _____

2. _____

3. _____

Need help with this?" *See last page of this document*

- Getting more Google reviews
- Creating a professional business email
- Setting up a Google Business Profile
- Using before-and-after photos
- Building a referral system
- Using local Facebook groups effectively

Customer Experience

Customers who feel valued, informed and confident throughout the process are far more likely to hire and recommend your services to others.

What your 30-Minute Weekly Marketing Plan could look like:

Every week:

- ✓ Ask one customer for a referral
- ✓ Ask one customer for a Google review
- ✓ Post one photo on Facebook
- ✓ Deliver 25 flyers in an area where you've recently worked

That's probably less than 30 minutes a week and can steadily build your customer base.

Final Notes

For most small service businesses, reliability, visible results and word-of-mouth referrals generate far more business than sophisticated marketing. For these types of businesses, I would not recommend spending money on expensive marketing until you've explored the opportunities in this checklist, or until you're ready to expand beyond a one - or two - person business.

The easiest route is to make it simple for happy customers to recommend you and to show local people evidence of your work.

The following items on the list is not recommended for most small service businesses, but can come later if you expand your business:

- Expensive marketing agencies
- Newspaper advertising
- Paid social media advertising
- Complicated websites
- SEO services promising quick results

TAKEAWAYS - Your business benefit:



- Customers form opinions long before they contact a business.
- Every interaction shapes perception, from the advert they first see to the final invoice they receive.
- Good service is not just about doing the work well, it's about making customers feel confident, valued and understood.
- Consistent positive experiences lead to repeat business, referrals and stronger reviews.
- Poor communication at any stage can undo the impact of excellent workmanship.

The customer is buying confidence, reliability and peace of mind. Every stage of their journey, from your advert to the final follow-up, contributes to that perception.

Get this right, and each new customer becomes not just another customer, but an advocate who recommends your business to others.

Additional Support

If you would like more information,I am currently writing a more detailed guide that expands on each of these topics and explains how service businesses can market themselves more effectively.

If you would like to be added to the mailing list, please send me an email and request a copy of:

‘The Non-Marketer's Guide to Growing a Service Business‘

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- Setting up a Google Business Profile
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