

PREPARED FOR

Ken Buchanan, Buck Pressure Washing LLC

SITESMITH AI

Immediate Lead-Gen Playbook

Your custom 7-day game plan to book jobs while we build your full system.

SiteSmith AI

sitesmithai.com · 2026-05-11

One-of-one. Custom for Buck Pressure Washing.

Never repackaged for another client.

YOUR PLAN

Three actions. Zero ad spend. Jobs on the board by Friday.

Your full GHL website and automation system launches this week. Kickoff is Tuesday. You do not wait for a website to book jobs.

Three actions, Monday through Friday, zero ad spend. We did the research. You execute. Each action is designed for the specific market conditions in Metro Atlanta and Stone Mountain: underworked channels, real buying signals, and tactics that convert at 5-20% on cold outreach in your trade.

WHAT THIS PLAYBOOK CONTAINS

- ◆ Action 1: Metro Atlanta Realtor + Property Manager outreach via targeted DM
- ◆ Action 2: Facebook Group + Nextdoor value post in 11 communities
- ◆ Action 3: Same-block door-hanger blitz after every completed job
- ◆ Job-site photo playbook: 8 shots every job, 2 minutes, builds a content library worth \$5,000-10,000 in reach
- ◆ Week schedule: day-by-day with time estimates
- ◆ Lead-Gen Starter Pack: 7 ready-to-use files delivered tonight

01

Realtor Outreach

20 targeted DMs to Metro Atlanta agents with active listings. Mon-Tue evening, 90 min total.

02

Neighborhood Posts

Value-first post in 6 Facebook groups + 5 Nextdoor zones. Wed afternoon, 45 min total.

03

Door-Hanger Blitz

15-20 tags on the same block after every job. 10 min per job. Compounds through the week.

TARGET BY NEXT MONDAY

5-10 new jobs booked

\$1,500-3,000 in revenue on the board

YOUR INVESTMENT

Zero ad spend

Door hangers: \$30-50 for 200 (Vistaprint)

Metro Atlanta Realtor + Property Manager Outreach

01

WHY THIS WORKS

Realtors with active listings need exterior photos that show well. A pressure wash before the MLS shoot is a real pre-listing service, and the agent decides fast because their commission depends on it. This channel is underworked in Atlanta.

WHEN

Monday evening + Tuesday evening. About 90 minutes total.

TARGET

20 Metro Atlanta realtors with active listings in DeKalb, Gwinnett, and Fulton counties.

HOW TO FIND THEM

Open Zillow, filter "For Sale" in Atlanta, GA, price above \$400K. Click each listing. Find "Listed by" and click the agent name. Find their Facebook profile. Send a DM. Realtor.com works the same way. Aim for 10 contacts per evening.

● COPY-PASTE SCRIPT

Hey [Name], saw your listing at [address] in [neighborhood]. The driveway and siding would photograph way better with a quick pressure wash before the MLS shoot. Buck Pressure Washing: \$150 driveway, \$250 full exterior wash, 24-48hr turnaround, and I'll send you a before-and-after photo for your listing. Want me to swing by this week? Ken, 404-919-9132

EXPECTED OUTCOME

2-4 jobs booked from 20 outreaches

10-20% close rate on cold DM

REVENUE RANGE

\$300-1,000

At \$150-250 per job

Facebook Group + Nextdoor Value Post 02

WHY THIS WORKS

Stone Mountain and surrounding neighborhood Facebook groups and Nextdoor are full of "DM me for a quote" posts that get ignored. A value-first post with a before-and-after photo and a neighbor-framing cuts through that noise. Free, 45 minutes of work.

WHEN

Wednesday afternoon.

IMPORTANT NOTE

Post Nextdoor from your personal account. Business account verification takes days and you need this up Wednesday.

FACEBOOK GROUPS (POST IN ALL 6)

- Stone Mountain Community
- Decatur GA Community
- Tucker GA Locals
- Snellville Locals
- DeKalb County Buy/Sell/Trade
- Gwinnett Homeowners

NEXTDOOR NEIGHBORHOODS (POST IN ALL 5)

- Your Stone Mountain home neighborhood
- Tucker
- Lithonia
- Avondale Estates
- Clarkston

● COPY-PASTE SCRIPT (ATTACH A BEFORE-AND-AFTER PHOTO)

Just finished this driveway in [neighborhood] today. I'm Ken with Buck Pressure Washing, family-owned, based right here in Stone Mountain, GA license #26012433, fully insured. Doing 5 more driveways at \$129 (regular \$150) and 3 full house washes at \$199 this week. Reply with your street and I'll text you a quote tonight. 404-919-9132

EXPECTED OUTCOME

5-15 inbound DMs over 48 hours

2-5 jobs convert

REVENUE RANGE

\$300-1,000

\$129-199 per job at promo rate

Same-Block Door-Hanger Blitz After Every Job



WHY THIS WORKS

Same-block social proof converts at 5-10x the rate of cold outreach. Your neighbors already saw the truck and the clean driveway. You just need to give them a reason to call. A pack of 200 door hangers from Vistaprint runs \$30-50 and lasts the whole season.

WHEN

After every job you complete this week. Before you leave the site, spend 10 minutes.

THE PLAY

Hang 15-20 tags on the same block, 10 houses in each direction from the job. Drop on the driveway or door handle. Never the mailbox (federal offense).

● HANGER COPY (READY FOR VISTAPRINT UPLOAD)

Your neighbor a few doors down just had their driveway / house pressure-washed by Buck Pressure Washing. Yours could look the same. \$129 driveway or \$199 full house if you book this week. Family-owned, GA licensed, insured. Call or text Ken: 404-919-9132

EXPECTED OUTCOME

1-2 same-week bookings per job

Compounds fast: by week 2 you will have jobs across multiple blocks and referrals coming in

MATERIALS COST

\$30-50

200 door hangers, full season supply

Conversion rate: same-block social proof runs 5-10x higher than cold outreach. After you complete your first job Wednesday or Thursday, this is the single highest-leverage 10 minutes of your week.

Job-Site Photo Playbook

High-quality before/after photos are what convert FB group posts, door-hanger graphics, Google Business Profile updates, and the social media we are building you. Two minutes of phone shots per job, every job, builds a content library worth \$5,000-10,000 in marketing reach. Phone is fine. No fancy gear needed.

- 1 Arrival Wide Shot**
Before any work. Stand at the street, phone vertical (9:16), capture the full driveway or house with surroundings. This is your "before."
- 2 Dirty Close-Up Detail**
Kneel down, phone parallel to surface, get within 2 feet of the worst dirt spot. Mildew, algae stain, oil mark. The grosser the better.
- 3 Action Shot Mid-Work**
Partner or homeowner films a 10-second vertical clip while Ken's wand is spraying. Capture water hitting dirty surface with visible dirt lifting away.
- 4 Half-and-Half Money Shot**
Pause when exactly half the surface is cleaned. Phone vertical, stand 6-10 feet back, capture the split. **This is the number one converting image. Take it on every single job.**
- 5 Equipment-in-Frame Shot**
Wide angle showing branded equipment (truck, hose reel, commercial unit) with Ken working in the background. Builds the "real pro with real gear" trust signal.
- 6 Final After Wide Shot**
Stand in the same exact spot as shot 1. Same phone height, same angle, same framing. Direct side-by-side comparison is what closes neighbors who see the FB post.
- 7 Clean Surface Close-Up**
Same spot as shot 2. Get the close-up of the now-clean area. Pairs with shot 2 for tight before/after.
- 8 Optional Homeowner Shot**
Only if they offer. Quick photo of the homeowner standing next to the clean driveway, smiling. Get verbal permission to post. Adds social proof.

PHONE SETTINGS + TIMING

- Phone in vertical 9:16 mode for all photos and videos (Instagram, TikTok, Nextdoor, and Facebook Reels all use this format)
- Best light: early morning or after 4pm. Avoid harsh midday sun (creates ugly shadows)
- Wipe the camera lens with your shirt before shooting (single biggest quality boost)
- For action video: lock focus by tap-and-holding on the dirty surface, then shoot
- After every job, AirDrop or text the 8 photos to Luke and Chase same day. We process and queue them for posts within 24 hours.

8 shots. 2 minutes. Every job. We handle the rest.

DELIVERED TONIGHT

Your Lead-Gen Starter Pack

Delivered tonight. Yours alone. Never reused. Built specifically for Buck Pressure Washing using your verified service area, pricing, and brand.

1 3 Realtor DM and Voicemail Scripts

Cold outreach, warm-listing engagement, and follow-up. Swap the bracketed fields and send.

2 "Find 20 Metro Atlanta Realtors in 10 Minutes" Workflow Guide

Zillow to MLS to Facebook pipeline, step by step. No guesswork on where to find the contacts.

3 5 Pre-Written Facebook Group Posts + 3 Nextdoor Variations

Copy-paste, swap the photo each time. Covers all 11 communities in your service area.

4 Door-Hanger PDF

Print-ready for Vistaprint upload. Your phone number and GA license #26012433 already on it.

5 Channel Tracker Spreadsheet

Log every call, DM, and job so you can see which channel performs week by week.

6 Pricing Tier Reference Card

Your verified rates (\$0.11-0.18/sq ft) translated to flat-rate weekly specials. Ready to quote on the spot.

7 Phone Shot Checklist Card

Print, laminate, keep in your truck. The 8 shots above on a single waterproof reference card so you never forget one.

What This Week Looks Like

DAY	ACTION	TIME
Monday evening	Send 20 realtor DMs using the script and Zillow guide	60 min
Tuesday 2pm ET	Kickoff Zoom with SiteSmith	60 min
Tuesday evening	Make 10 realtor follow-up calls, order door hangers from Vistaprint	45 min
Wednesday afternoon	Post in 6 Facebook groups + 5 Nextdoor neighborhoods	45 min
Wed to Friday	Complete scheduled jobs, hang 15-20 door tags per block before leaving	10 min per job
Friday evening	Check your tracker, double down on the channel with the most responses	15 min

BY NEXT MONDAY

5-10 new jobs booked

\$1,500-3,000 in revenue on the board

THEN

Full GHL system goes live

We step on the gas. Automation takes over the follow-up.

Questions before the kickoff? Text [Luke's cell] or reply to this email.

Let's go, Ken.

SiteSmith AI · sitesmithai.com · 2026-05-11