YOUR GROWTH SYSTEM

HVAC marketing: days 1 to 3

The plan as a list. Check each box when it is done.

DAY 1 Answer every call

- [ ] **Answer every call. Nights too.**
- [ ] **Send late calls to someone who answers.**
- [ ] **Text back every missed call.**

DAY 2 Fix your Google profile

- [ ] **Set your hours. Add your special hours too.**[1]
- [ ] **Pick the right category for your business.**[1]
- [ ] **List every job you do.**[2] **For example: AC repair, furnace repair, tune-ups.**
  - › Go to your Business Profile. If you see Edit services, select it. Pick your jobs and select Save.[2]
  - › A job is missing from the list? Select Edit services, then Add more services, then Add custom service.[2]

Google says: "Businesses with complete and accurate info are more likely to show up in local search results."[1]

DAY 3 Ask for reviews

- [ ] **Ask every customer for a review.**
- [ ] **Send them your Google review link, or show them your QR code.**[3]
  - › Tell them they need to sign in to a Google Account to leave a review. They can make one with a non-Gmail email.[3]
- [ ] **No gifts or discounts for reviews. Google bans that.**[3]

Google says: "Offering incentives, like free or discounted goods or services, in exchange for customers to post reviews ... is strictly prohibited."[3]

Sources. Google Business Profile Help, read Oct 30, 2026. Lines with no number are our advice. Lines marked 1 to 3 come from these pages.

1. support.google.com/business/answer/7091 2. support.google.com/business/answer/9455399
3. support.google.com/business/answer/3474122