

Marketing for Private Contract Work

Nextdoor - Website and mobile application

www.nextdoor.com | Social media for neighborhoods.

- Create a business page to have all in once place – services, contact information, pictures of completed projects, and user reviews. Locals can also message your business through the app.
- Monitor local posts asking for referrals: People frequently post in Nextdoor asking for recommendations for workers. People comment on these posts to recommend a professional, and professionals also comment, offering their services.
- When initiating a private message with someone that requested services:
 - Comment on their post that you send them a message
 - Oftentimes people will not check their inbox, or they will not reply to messages if they don't know the purpose of the message.

Facebook Groups

www.facebook.com

- Join Facebook groups that are likely to have locals requesting services:
 - Nevada County Peeps: www.facebook.com/groups/nevadacountypeeps
 - Penn Valley Peeps: www.facebook.com/groups/1406434059512237
 - Nevada County Odd Jobs: www.facebook.com/groups/571582782954487
 - Lets Get Hired Nevada County: www.facebook.com/groups/LetsGetHiredNavadaCounty530
- Look out for posts from locals requesting services
- Comment on posts to offer services and send them private messages with service details and pay rate
- When initiating a private message with someone that requested services:
 - Comment on their post telling them that you send them a message
 - Oftentimes people will not check their inbox, or they will not reply to messages if they don't know the purpose of the message.

Create a Google Business Account

www.tinyurl.com/Google-Business-Info

BENEFITS

- List your business on Google Maps to show up in Google searches
- Add your business's website and contact information

INSTRUCTIONS

Visit www.tinyurl.com/google-business-info for information about Google Business and how to get it set up.

Make Your Own Simple Website

Build a simple website that showcases your work, describes your services, and provides contact information.

BENEFITS

- Show up in internet searches
- 1 place to advertise your services
- Pair with a Google Business location

INSTRUCTIONS

1. Make a simple website:
 - a. 100% free website builder + connect with custom web address: Google Sites – sites.google.com
 - b. 100% free website builder (requires subscription to connect with web address): Canva – www.canva.com

Other Apps to Try:

- Thumbtack: www.thumbtack.com
- Flex Jobs: www.flexjobs.com (may charge subscription)
- Instawork: www.instawork.com