

HOW TO START A HANDYMAN BUSINESS



1. WHAT DO YOU NEED TO START?

- Do you have enough money to fund your business?
- Do you know how to calculate overhead costs?
- Do you know how to calculate your Break-Even Point?
- Do you know how to calculate an average transaction value (ATV)?
- Have you researched different grants online?
- Do you know what your tax benefits and deductions are?
- Have you signed up for a free small business mentor online?
- Have you joined local unions and associations?

2. THE LEGAL STUFF

- Have you registered your business yet?
- Have you signed up for handyman insurance?
- Do you have a business checking account?
- Have you written your terms of service?
- Are you interested in becoming a franchisee?

3. THE TECHNICAL STUFF

- Do you know how to keep track of sales?
- Do you have an online invoicing software?
- Do you have an email marketing software?
- Do you have an online tool that can accept credit card payments?
- Have you registered for Quickbooks online?
- Have you added an online booking option?

4. THE SUPPLIES

- Have you considered purchasing used or rental equipment?
- Do you have a uniform for your business?

5. CHOOSING YOUR MARKET / TARGET AUDIENCE

- Have you found a niche or specialization?
- Have you explored different markets like B2C, B2B, door installations, air conditioning repair and installation services?
- Are you considering providing guarantees?

6. BRANDING

- Have you organized print material for your business?
- Have you set up a website yet?
- Have you established social media profiles on popular platforms yet?
- Have you claimed your profile on online review sites yet?
- Have you joined online directories?
- Do you have a logo?
- Do you have a business name?

7. SETTING RATES

- Are you planning to charge hourly or provide a flat-rate?
- Do you know the national and regional average price for handyman jobs (within your niche)?
- Do you know how to calculate your net earnings?
- Do you understand your niche industry?
- Do you know what your total costs are?

8. YOUR OFFERINGS

- Have you put together your handyman services list?
- Can you create recurring service plans?

9. MARKETING AND ADVERTISING

- Have you assessed your current situation?
- Have you defined your ideal customer?
- What are your marketing goals?
- Which channels are best for customer acquisition?
- What's your monthly budget?

10. HIRING

- Do you know when you may need assistance?
- Do you have all your company processes in order?
- Have you made a plan to train and manage people?