# The Angi Playbook for Contractors

Decide if Angi leads are right for you, set up a strong profile and turn leads into profitable jobs

*By the SmallBiz Marketing team*
Contractor marketing specialists · 20+ years of marketing experience

smallbizmarketing.net

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*Decide if Angi leads are right for you, set up a strong profile and turn leads into profitable jobs.*


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PART 1

# Is Angi right for you?

How Angi works for contractors and how to judge it.

SECTION 02

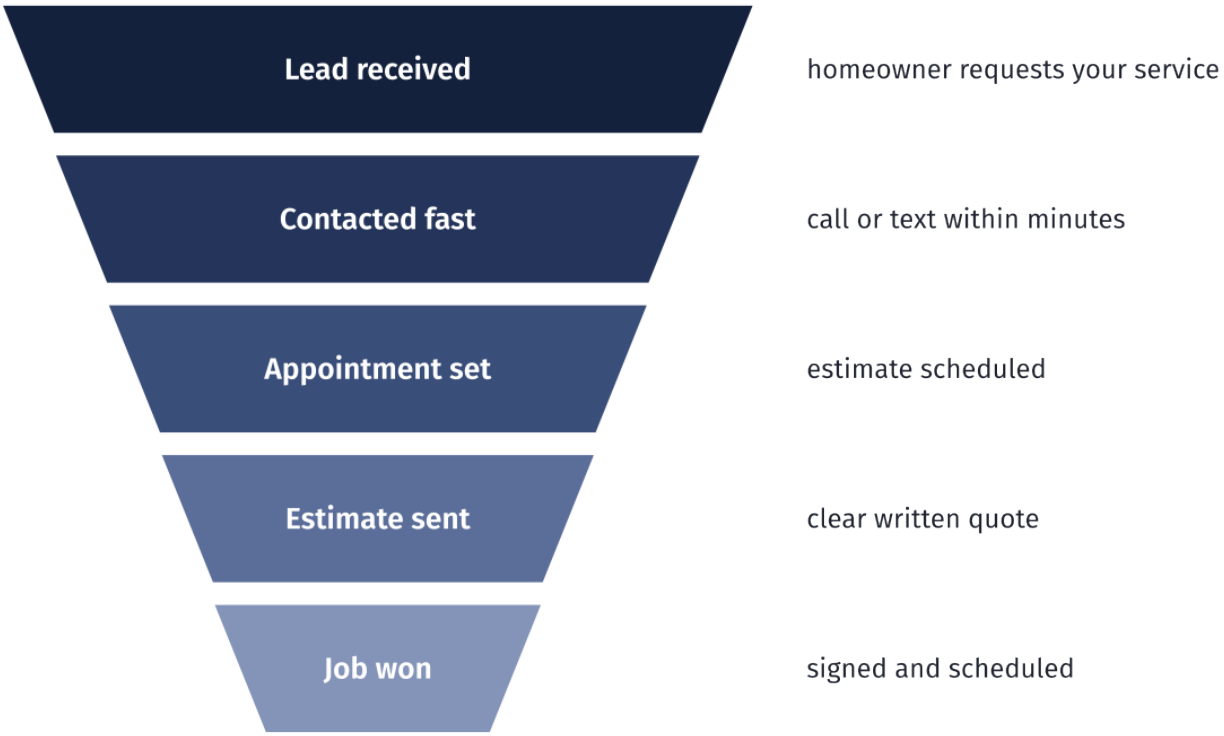
# How Angi works for contractors

Angi connects homeowners who request a service with local professionals. Contractors typically create a profile and can receive leads, and lead-based services usually involve paying for leads or a membership. Because terms and pricing change, check Angi's current options for professionals directly before committing.

- Homeowners request a service and get matched with pros
- Leads may go to several contractors, so speed matters
- Costs and terms vary, so tracking results is essential
- Reviews on your profile help you win the homeowner's choice

SECTION 03

# How a lead becomes a job

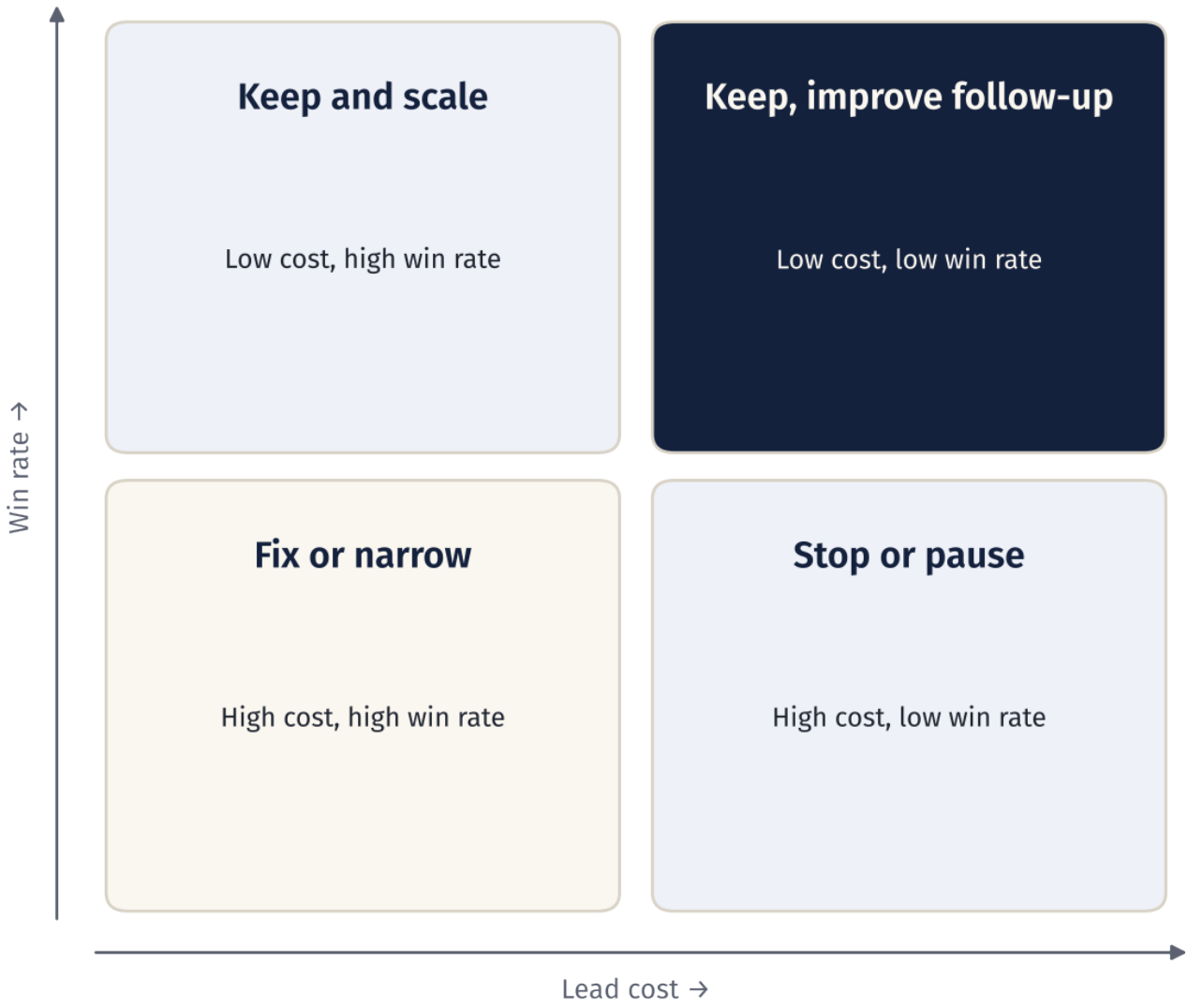



Each stage loses some leads. Speed and follow-up keep more of them.

SECTION 04

# Judging if it's worth it

Track every lead: what it cost, whether you reached them, whether you quoted and whether you won. Then compare the total spent to the profit from jobs won.




Use your own numbers to decide where you land.

PART 2

# Set up your profile

SECTION 06

# Profile checklist

- [ ] Business name, logo and description
- [ ] Services you actually want leads for
- [ ] Service area limited to where you want to work
- [ ] License and insurance details where offered
- [ ] Project photos
- [ ] Reviews from past clients

SECTION 07

# Profile description template

TEMPLATE · COPY AND CUSTOMIZE

### Angi profile description

[Company] is a licensed and insured [trade] company serving [City] and nearby areas. We specialize in [service 1] and [service 2], with clear written quotes, clean job sites and [X] years of experience.

SECTION 08

# Choose lead types carefully

Only select the services and areas you truly want. Leads for small jobs or far-away areas can cost money without bringing profitable work.

PART 3

# Turn leads into jobs

SECTION 10

# Speed wins

Because leads may go to several pros, the first professional response often wins the appointment. Set up alerts on your phone and respond as fast as you can.

TEMPLATE · COPY AND CUSTOMIZE

### First text to a new lead

Hi [Name], this is [Your name] with [Company]. Thanks for your request about [project]. I'd love to learn more. Do you have a few minutes for a quick call today, or would you like to schedule an estimate?

TEMPLATE · COPY AND CUSTOMIZE

### Follow-up if no response

Hi [Name], just following up on your [project] request. We have estimate openings this week. Let me know a time that works.

SECTION 11

# Follow-up and quoting

- Call, then text if no answer
- Follow up the next day and three days later
- Send quotes within 48 hours
- Ask for the job and follow up on quotes

RECOMMENDED TOOL

### Jobber

Fast quotes and automatic follow-ups.

**Visit Jobber at getjobber.com →**

RECOMMENDED TOOL

### Housecall Pro

Mobile-first job management with lead tracking.

**Visit Housecall Pro at housecallpro.com →**

RECOMMENDED TOOL

### Angi for Pros

Angi for professionals.

**Visit Angi for Pros at angi.com →**

SECTION 12

## Real-world scenario: making Angi profitable (illustrative)

This is an illustrative example. A painter feels Angi leads are a waste of money. They narrow their service area, drop small-job lead types, set up instant phone alerts and start calling every lead within minutes. They track each lead in a spreadsheet and review the numbers monthly to decide whether to continue.

SECTION 13

## Troubleshooting Angi

| | |
|---|---|
| **Leads never answer** | Respond within minutes and follow up by text the next day. |
| **Too many small or far-away leads** | Narrow your lead types and service area. |
| **Costs more than it earns** | Track every lead for a month, then pause or adjust. |

PART 4

# Your toolkit

30-DAY ACTION CALENDAR

# 30 days to profitable Angi leads

Do one task a day. Tick the box in your head, or print this page and cross off each day as you go.

| | | | | |
|---|---|---|---|---|
| **DAY 1**<br>Review Angi pro options | **DAY 2**<br>Set up profile | **DAY 3**<br>Write description | **DAY 4**<br>Add logo | **DAY 5**<br>Add photos |
| **DAY 6**<br>Choose services | **DAY 7**<br>Limit service area | **DAY 8**<br>Add license info | **DAY 9**<br>Set phone alerts | **DAY 10**<br>Save text templates |
| **DAY 11**<br>Create lead tracker | **DAY 12**<br>Respond to every lead fast | **DAY 13**<br>Log each lead | **DAY 14**<br>Follow up day 1 | **DAY 15**<br>Follow up day 3 |
| **DAY 16**<br>Send quotes in 48 hours | **DAY 17**<br>Ask past clients for reviews | **DAY 18**<br>Reply to reviews | **DAY 19**<br>Review lead quality | **DAY 20**<br>Drop poor lead types |
| **DAY 21**<br>Adjust service area | **DAY 22**<br>Track cost per lead | **DAY 23**<br>Track jobs won | **DAY 24**<br>Calculate cost per job | **DAY 25**<br>Compare to profit |
| **DAY 26**<br>Improve first text | **DAY 27**<br>Improve follow-up | **DAY 28**<br>Review numbers | **DAY 29**<br>Decide keep or pause | **DAY 30**<br>Plan next month |

TRACKER

# Angi lead log

| Date | Service | Cost | Contacted? | Quoted? | Won? |
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SECTION 17

# Glossary

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|---|---|
| **Lead** | A homeowner request sent to you. |
| **Cost per job** | Total lead spend divided by jobs won. |
| **Win rate** | Jobs won divided by leads received. |

SECTION 18

# Recommended tools

These are the tools mentioned in this playbook. Some links may be affiliate links; we only recommend tools we use or would set up for clients.

RECOMMENDED TOOL

### Angi for Pros

Angi for professionals.

**Visit Angi for Pros at angi.com →**

RECOMMENDED TOOL

### Jobber

Quotes and follow-ups.

**Visit Jobber at getjobber.com →**

RECOMMENDED TOOL

### Housecall Pro

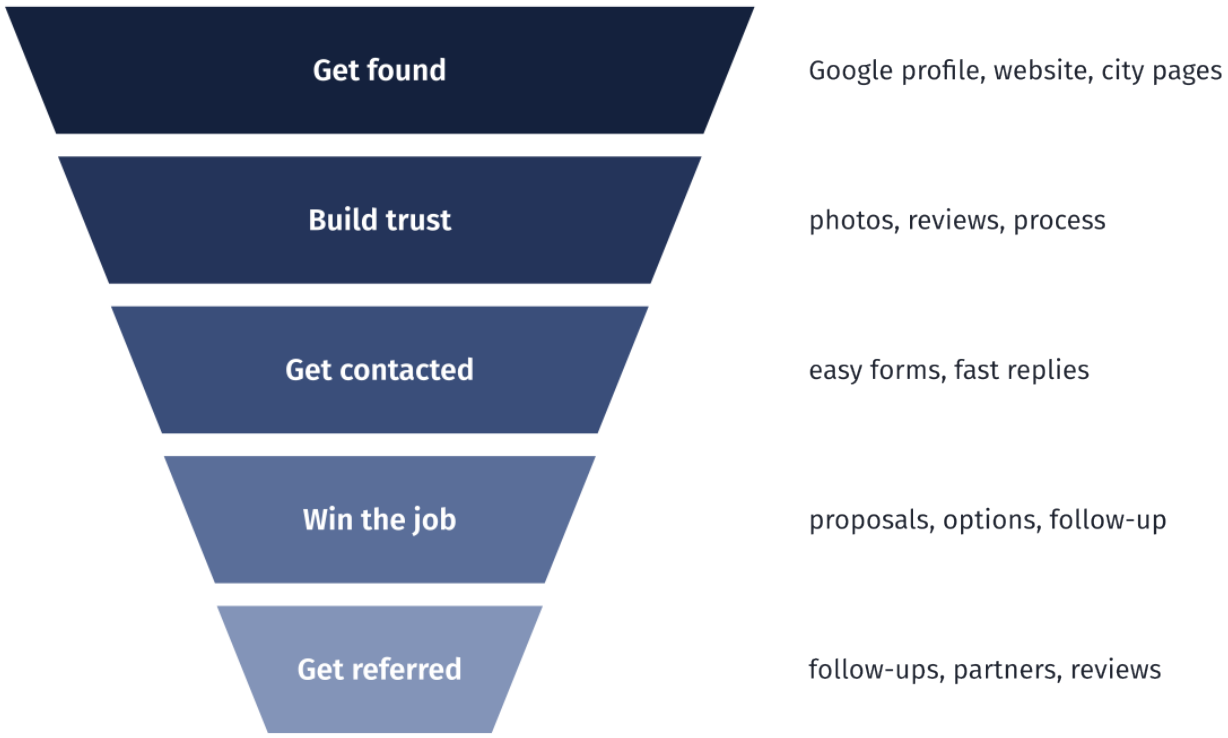
Job management and lead tracking.

**Visit Housecall Pro at housecallpro.com →**

SECTION 19

# Bonus: the contractor marketing system on one page

Every playbook in this series fits into one simple system. Homeowners find you, trust you, contact you and refer others. Each part supports the next.




The five stages of contractor marketing and the tools for each.

SECTION 20

# Bonus: your weekly marketing hour

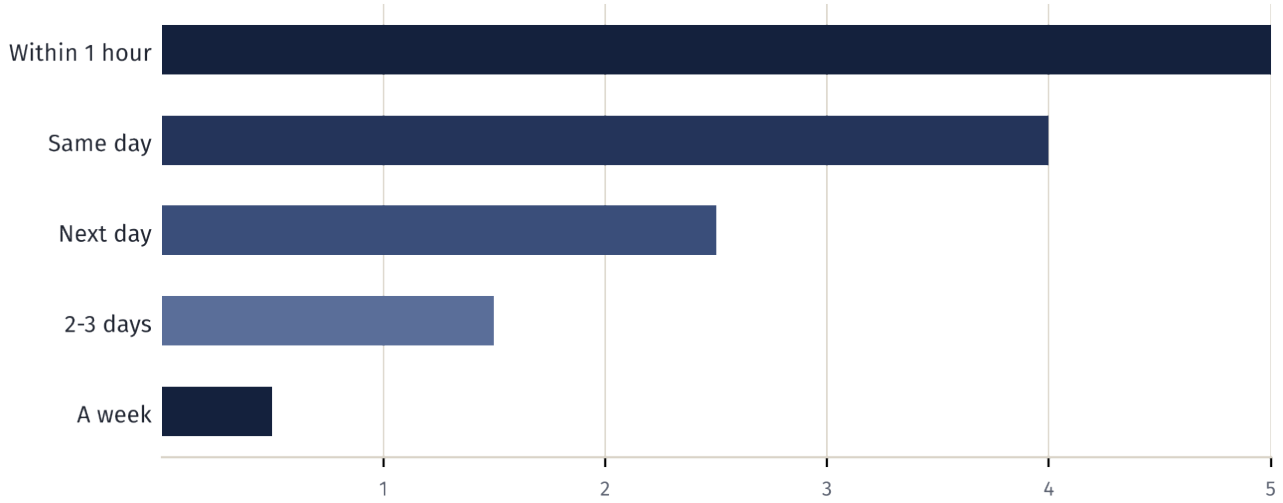
You don't need a marketing department. One focused hour a week, done consistently, beats occasional bursts of effort.

- First 15 minutes: answer every new lead and message
- Next 15 minutes: send review requests for finished jobs
- Next 15 minutes: upload new project photos to your website and Google
- Last 15 minutes: work on one improvement from your current playbook

SECTION 21

# Bonus: how fast to reply to a lead

Homeowners often contact several contractors at once. The first professional reply makes a strong impression.




Our view of how reply speed affects your chances of winning the job, rated 1 to 5. Based on experience, not a study.

SECTION 22

# Bonus: master checklist

- [ ] Website with a page for each main service
- [ ] Contact form on every page
- [ ] Google Business Profile complete and active
- [ ] Review request after every job
- [ ] Real project photos added monthly
- [ ] Pages for your top cities
- [ ] Job management software for quotes and payments
- [ ] Follow-up with past clients and partners
- [ ] One marketing hour every week

SECTION 23

# Bonus: when to get help

Doing it yourself works if you have the time. If your calendar is full of jobs, it's often worth having a professional set up the foundation so you can focus on the work you do best. SmallBiz Marketing builds premium contractor websites and Google setups and can run your monthly marketing for you.

**ABOUT SMALLBIZ MARKETING**

SmallBiz Marketing builds premium websites and Google visibility for home-improvement contractors. Our team brings 20+ years of marketing experience, and every playbook is built from the same systems we use for client websites.

# Rather have it done for you?

We build premium websites and Google setups for contractors, live in 5 days. Tell us about your business through the contact form at smallbizmarketing.net/contact.

**Contact us →**

| | |
|---|---|
| Contractor website | $2,495 |
| Website + Google setup | $3,495 |
| Monthly growth plan | $995/mo |

Some links in this playbook may be affiliate links. We only recommend tools we use or would set up for clients. Tool features and pricing change; check each company's site for current details.