

The 20-Minute Facebook Group Playbook

Win the "can anyone recommend..." threads without living in your phone.

WHY SPEED WINS

Reach a lead within an hour and you are ~7x more likely to talk to the decision-maker. Wait a day and the odds drop over 60x. A recommendation post is a lead with an audience.

Set up once — the group-picking checklist

- ☐ **Pick 3 to 5 local groups. No more.** More than five is a hobby, not marketing.
- ☐ **People actually ask for recommendations there.** Scroll a week of posts and count the "who do you use?" threads.
- ☐ **Business owners are allowed to comment.** Read the group rules before your first reply. Admins notice.
- ☐ **It covers your real service area.** Their town has to be a town you serve this week.
- ☐ **Turn on notifications, "All posts," for your best 1-2.** Requests come to you instead of you hunting.
- ☐ **Review monthly, leave after 90 quiet days.** If a group produced no jobs in 90 days, your time is worth more.

The daily routine — 20 minutes, timer on

- ☐ **Morning, 10 minutes.** Open notifications only. Answer new recommendation requests. Timer rings, app closes.
- ☐ **Afternoon, 10 minutes.** Reply to replies (a conversation looks alive, and alive gets seen), then close it again.
- ☐ **Once a week: give, no pitch.** One helpful post: a seasonal tip, a quick how-to, a before-and-after.
- ☐ **Once a month: count.** How many jobs came from groups? Keep what produces, drop what does not.

What makes a comment float (or sink)

FLOATS

- + Answer the actual question first
- + Their town, their problem, a real timeline
- + One real photo of similar work
- + "Text me at..." (easier than DMs)
- + Replying to replies

SINKS

- The same canned comment everywhere
- A bare link with no words
- Arguing in the comments
- Your company history as an opener
- Selling in a thread that asked for help

Five Reply Templates

Save these in your phone. Start from the template, then personalize every single time.

1. The recommendation request (your trade)

Hi [name], we handle [their problem] in [town] all the time and can usually get out within [realistic timeframe]. Happy to take a look and give you a straight answer. Text me at [number].

2. When a happy customer tags you

Thanks for the tag, [customer]! Glad the [job you did] is still holding up. [Asker], happy to help with yours too. Easiest way to reach me is a text at [number].

3. Not your job, but you can help

That one is outside our lane, but ask for a [right trade] and make sure they [one honest tip]. If it turns out to be [your specialty] instead, we are at [number].

4. The weekly give (no pitch)

Quick tip for [town] homeowners: [one seasonal, specific tip]. Takes five minutes and can save you [cost or headache]. No pitch, we have just seen a lot of these this month.

5. The follow-up that closes

Just checking back, [name]. Did you get the [problem] sorted? If you still want a second set of eyes, we can swing by [specific day]. Text [number] and I will lock it in.

The [brackets] are the whole trick. Fill them with their name, their town, and their problem, and your comment stops looking like marketing and starts looking like a neighbor.

A great comment only works if what is behind it is ready.

Before they call, they will check your page and your reviews. See what they see:

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