Grow That Local

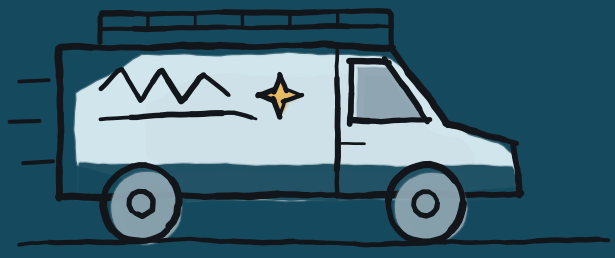
a free guide

5 wins in 24 hours for a painter

Five small jobs for today, and something you can see tomorrow.

For painting business owners with a few hours today.

- 5 short sections
- 20 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

These are the five fastest things a painter can do today that show up tomorrow: new reviews, Google photos that name the color, missed calls that get a reply, quiet estimates that start talking again, and old customers who hear from you when their paint is due.

Each one has the idea, a short example and a checklist. All five together take about three hours. The only thing you might buy is a pack of blank labels.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real customers, reviews or results.



Part 1

Five wins for today

1 Text a review request to last month's customers

The idea. Reviews decide which painter gets called. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, and 74% look for reviews from the last three months (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

Painting gives you a great moment to ask: the walkthrough, when you hand over the leftover paint. Make it a touch-up kit, with each can labeled by room, color name and sheen. For past jobs, the text can mention the kit you left.

Check tomorrow. Open your Google profile and count the new reviews. That's your number to beat next month.

Example. A text to a customer from three weeks ago:

> **Hi, it's (your name), your painter. Hope you're enjoying the new living room. Your touch-up cans are in the garage if you ever need them. If you have a minute, a quick Google review helps a small company like ours a lot: (your review link)**

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews" or "Share review form").
- [ ] Save the text above in your phone as a shortcut.
- [ ] Text it to every customer whose job you finished in the last 30 days.
- [ ] Buy blank labels. From now on, write room, color name, brand and sheen on every leftover can, and ask at the walkthrough.

2 Put ten photos on Google, each captioned with the color

The idea. Homeowners shop for color before they shop for a painter. They search a color's name, save photos of it, and ask "what color is that house?" When your Google photos name the color and the town, you look like the painter who knows color. Fresh photos also show you're working. A profile that hasn't changed in a year looks closed.

Check tomorrow. Look up your business on Google from your phone. Your new photos should show on the profile.

Example. A made-up painter's caption on one photo:

> **Front door and shutters in (brand) (color name), satin. North side of town.**

Do it in 24 hours

- [ ] Upload ten of your best job photos to your Google profile.
- [ ] Caption each with the job, the town and the color name (ask the customer if they're happy for you to share it).
- [ ] Add one photo of your crew at work and one of your truck (with your crew's OK).
- [ ] Set a weekly phone reminder for five photos and one update.

3 Turn on missed-call text-back that asks for photos

The idea. You can't answer from a ladder with a brush in your hand. The homeowner is working down a list and usually asks more than one painter. The first painter to reply gets the first look at the house.

Speed wins. In a well-known Harvard Business Review study, companies that contacted a lead within an hour were nearly seven times more likely to qualify that lead than companies that waited longer, and 23% never responded at all (HBR, "The Short Life of Online Sales Leads," 2011, hbr.org). The study is older and wasn't about painters, but the lesson fits.

Check tomorrow. Have someone call your business line while you don't pick up. They should get your text within a minute.

Example. An automatic text sent when you miss a call:

> **Sorry we missed you. We're probably up a ladder. What are you looking to get painted? Reply here, or send a few photos of the rooms or the house and we'll get back to you quickly.**

Do it in 24 hours

- [ ] Turn on missed-call text-back on your business line (most phone systems and apps offer it).
- [ ] Use the text above, or your own version that asks for photos.
- [ ] Decide who checks messages while crews are working, and how often.
- [ ] Call back every missed call from last week today.

4 Follow up every quiet estimate for the reason it stalled

The idea. Painting estimates go quiet for reasons that have nothing to do with you. They can't pick a color. One partner wants to wait. The HOA hasn't approved the color. It's November and they're thinking about spring. A follow-up that solves the real hold-up beats "just checking in."

GTL estimate: three follow-ups over about three weeks is a good default, then one more when the season turns.

Check tomorrow. Count the replies. Each one tells you what's in the way, and some will want a date.

Example. A made-up painter's follow-ups, matched to the reason:

> **Can't pick a color:**
> **"We can paint two big sample boards so you can see them on your own walls at different times of day."**
>
> **Waiting on the HOA:**
> **"If you send us the color approval form, we'll help fill it in."**
>
> **Waiting for spring:**
> **"We're booking spring exteriors now. Want us to hold a week for you?"**

Do it in 24 hours

- [ ] Pull every estimate from the last 90 days that didn't turn into a job.
- [ ] Next to each, write the likely reason: color, timing, HOA, price, partner, or don't know.
- [ ] Send each one the follow-up that matches its reason, if they've agreed to texts.
- [ ] Set reminders for day 2, 7 and 14 on every new estimate.

5 Text 25 old customers whose paint is due for a look

The idea. You know when you painted every house and room. That's a calendar of future work. Exteriors from years ago are due for a look, and a free one-year visit to fix small things (shrunk caulk, a sticking door) puts you back in the house when they're thinking about the next room.

Only text people who've agreed to hear from you. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If you're unsure, ask a lawyer.

Check tomorrow. Count the replies and put each visit on next week's schedule.

Example. A text to a customer whose house you painted years ago:

> **Hi, it's (your name), your painter. We did your exterior back in (year). The south side usually fades first, so we're offering a free look while we're working nearby next week. Want us to stop by?**

Do it in 24 hours

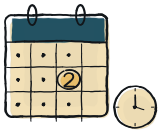
- [ ] Sort past jobs by year and type.
- [ ] Pick 25 customers: your oldest exteriors, and interiors from about a year ago.
- [ ] Check which of them have agreed to texts.
- [ ] Send the check-in text to those customers today.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Your first 24 hours, in one list

If you do these five today, you'll have something to look at tomorrow:

- [ ] Text your review link to every customer from the last 30 days (section 1).
- [ ] Upload ten Google photos captioned with the color names (section 2).
- [ ] Turn on missed-call text-back that asks for photos (section 3).
- [ ] Follow up every quiet estimate for the reason it stalled (section 4).
- [ ] Text 25 old customers whose paint is due for a look (section 5).

Tomorrow, write down three numbers: new reviews, replies to your estimate texts, and visits booked. Check the same three next week.



Where to go next

These five wins come from The Painter Marketing Playbook, our free 31-section guide to the whole job of getting more painting calls: your website, your Google profile, reviews, posts, email, search, follow-up, yard signs, color consultations, older homes, cabinets, agents, HOAs and tracking.

Pick the part that hurts most and do its checklist next week.



If you'd rather hand it off

Grow That Local does this work for painters every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Review requests. Free sample: your first 10 requests sent. Review requests is $100 a month, with a 7-day full refund.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 2026): 97% read reviews for local businesses. brightlocal.com (section 1)
2. Same survey: 74% look for reviews from the last three months. (section 1) (brightlocal.com)
3. Harvard Business Review, "The Short Life of Online Sales Leads" (2011): contacting within an hour made qualifying a lead nearly 7 times more likely. hbr.org (section 3)
4. Same study: 23% of companies never responded to the lead. (section 3) (hbr.org)

Rules and guidance cited (not statistics):

- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. All five wins together take about three hours (before you start). Reasoning: each is a short list of texts or uploads from your phone, and none needs new software beyond the text-back setting.
2. Three follow-ups over about three weeks on quiet estimates, then one when the season turns (section 4). Reasoning: painting is rarely urgent, so one message is easy to ignore, but more than three in a row starts to feel pushy.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local