

THE FIRST MONTH PLAN

Four weeks, from no business to ready for the first small job. Print it, tick it off, keep it by the phone. Each week says what to do; the course has the how, word for word. This is a plan, not a promise: when the first customer calls depends on your town, your post and how fast you answer.

BUSINESS NAME

BUSINESS PHONE

START DATE

01 DECIDE AND SET UP

MODULES 1 AND 3

- ☐ **Pick what you sell first:** local moves, labor-only loading and unloading, or single items. You don't need a truck for the last two.
- ☐ **Name it for your market,** so a stranger searching for movers in your town knows what you do.
- ☐ **Get one business number** and plan to answer it fast. Speed decides more jobs than price.
- ☐ **Start your Google Business Profile today.** Verification can take days or weeks, so it goes first.

IN THE COURSE How we set up our Google profile, the business line we run on, and how to name and position yourself in your town.

02 GEAR AND THE TRUCK QUESTION

MODULE 2

- ☐ **Make the gear list:** dollies, moving blankets, straps, shrink wrap, tape, a basic tool kit. Write down what you own, can borrow, or need to buy.
- ☐ **Decide rent, borrow or skip** for every item over a few dollars. Starting lean is the point.
- ☐ **Learn the rental truck sizes** before your first quote, so you can say which one a job needs.
- ☐ **Read what rental coverage does not cover.** Know it before you're on someone's driveway.
- ☐ **The rule:** book the job first, then reserve the truck.

IN THE COURSE The gear checklist (own, rent, add later) and the startup cost sheet, line by line.

YOUR NUMBERS

NEAREST TRUCK RENTAL, AND THE PRICE

YOUR HELPER, AND THEIR NUMBER

YOUR HOURLY RATE, OR YOUR FLAT PRICE

YOUR MINIMUM (HOURS OR DOLLARS)

WHERE YOU'LL POST FIRST

DEPOSIT YOU'LL TAKE TO LOCK A DATE

03 GET FOUND AND QUOTE

MODULES 3 TO 5

- ☐ **Get your Google Business Profile live** if it isn't yet, with photos and your service area. It's free, and it's where most of our jobs come from now.
- ☐ **Post where people already look:** Craigslist (about \$5 a post), plus Facebook Marketplace and local community groups, which are free.
- ☐ **Write the questions you'll ask on every call:** where from and to, stairs or elevator, the big items, the date.
- ☐ **Choose hourly or flat for your first jobs,** and practice saying your rate out loud.
- ☐ **Answer every inquiry fast** and follow up once. A quote is the start of a competition, not the end.
- ☐ **Take a deposit to lock the date.** No deposit, no date.

IN THE COURSE The Craigslist ad and the quote call, word for word, the quote calculator, and the objections you'll hear every week.

04 DO THE JOB, GET THE REVIEW

MODULES 6 AND 7

- ☐ **Practice with your helper first:** lifting, carrying, calling out stairs and turns.
- ☐ **Protect everything:** blankets, shrink wrap and tape on the furniture, and protect the floors and doorways of the house.
- ☐ **Brief the crew before you leave,** then walk through with the customer and agree on what happens first.
- ☐ **Get paid at the end of the job,** before the truck leaves.
- ☐ **Ask for the review at the truck,** while the customer is still happy.

IN THE COURSE The contract template, the crew briefing template, the job checklist and the review request scripts.

THIS IS THE WHAT. THE COURSE IS THE HOW.

MOVING COMPANY IN A MONTH

The four weeks on this sheet are Modules 0 to 7. The course teaches each line in short lessons, with the templates we use in our own company. After that it keeps going: pricing from real numbers, reviews, your first hire, and getting off the truck.

- 19 modules, 124 lessons, about 2 minutes each
- The Craigslist ad and the quote call, word for word

- 9 templates: contract, quote calculator, crew briefing and more
- What we got wrong, so you don't have to

\$497

or 3 payments of \$179

Every lesson title is listed on the page before you buy. All sales final.

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Who wrote this. Liam and Jacob run Hercules Moving Heroes in the Hudson Valley, New York: about ten employees, 5.0 on Google across 140+ reviews. This sheet is the order we'd do it in if we started again. It is general guidance, not legal or insurance advice; check your own state's rules.