The Next Customer Script

TYLER BRUCE · OWN MORE

Most side jobs come from luck: someone happens to remember you. These messages make the next job happen on purpose. Copy them, put them in your own words, and send them this week.

1. The past customer text

SEND TO ANYONE YOU'VE DONE PAID WORK FOR IN THE LAST 12 MONTHS

> Hey [Name], it's [Your Name]. Hope [the job you did] is still holding up well. I'm booking work for the next few weeks and wanted to check with you first. Anything else around the [house/shop/property] you've been meaning to get done?

Why it works: you're reminding them you exist, showing you're busy, and asking a question that's easy to answer. Send 10 of these, not 1.

2. The referral ask

SEND TO FRIENDS, FAMILY, COWORKERS, AND HAPPY CUSTOMERS

> Hey [Name], quick favor. I'm growing my [type of work] business and looking for 2 or 3 more customers this month. Do you know anyone who's been putting off [specific job, e.g. a fence repair or a new deck]? If you send them my way, I'll take care of them like family.

Why it works: a specific job is easier to match to a person than "anyone who needs anything." The small number makes it feel doable.

3. The follow-up when you don't hear back

SEND 3 TO 5 DAYS AFTER A QUOTE OR A FIRST MESSAGE WITH NO REPLY

> Hey [Name], following up on the quote for [job]. No pressure either way. Do you want me to hold a spot on the schedule, or should I check back with you in a month?

Why it works: you give them two easy answers instead of a yes or no. Most jobs are lost to silence, not to a competitor.

Your 3-day plan

Day 1: List every person you've done paid work for. Send message 1 to all of them.
Day 2: Send message 2 to 10 people who know your work.
Day 3: Send message 3 to every open quote. Write down every reply.

Want help turning side work into a real business? OWN MORE is my 90-day coaching group for veterans, first responders, and shift workers. Apply at **thetylerbruce.com** or DM me **ESCAPE** on Instagram **@the.tyler.bruce**.