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EBOOK

The Service Pro's Playbook

Win more jobs, charge what you're worth and get 5-star reviews as an artisan or freelancer

nglancer.com

For Nigerian small businesses

The Service Pro's Playbook
Win more jobs, charge what you're worth and get 5-star reviews as an artisan or freelancer

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Who this playbook is for

You have a skill people need: you fix generators, wire houses, clean homes, braid hair, teach children, design logos, repair phones, cater events or install CCTV. You're good at the work. What you want is **more of it, at better prices, with less stress**.

Skill alone doesn't fill a calendar. Customers choose pros they **trust**, who **respond fast**, who **explain clearly** and who other people **recommend**. Those are habits — and habits can be learnt.

This playbook covers the full journey of a job:

1. Being found
2. Being chosen
3. Doing the job professionally
4. Getting paid
5. Getting reviewed and recommended

> 💡 **TIP**
> Customers rarely judge your technical skill directly — they can't. They judge what they *can* see: your profile, your punctuality, your communication and how you leave their home or project.

CHAPTER 1

A profile that gets you hired

Whether it's your WhatsApp profile, Instagram page or a platform like NGLancer, your profile is your shop front.

Photo

A clear, friendly photo of **you** — face visible, good light, plain background, in work clothes or uniform if you have one. People hire people.

Headline

Say what you do and where, in one line:

- Weak: "Electrician"
- Strong: "Licensed electrician — wiring, inverter & solar installation in Lekki, Ajah and VI"

About section

Answer the customer's questions before they ask:

- What exactly do you do (and what don't you do)?
- How many years of experience? Any training or certification?
- Which areas do you cover? How fast can you come?
- Do you give a warranty or guarantee?
- How do you charge (call-out fee, per job, per hour)?

Portfolio

Upload **before-and-after** photos of real jobs. Ten good photos beat a long description. For freelancers: show samples, case studies and results ("Increased orders by 40%").

Verification

Complete every verification step offered — ID, phone, email, professional documents. Verified profiles are chosen far more often.

> ✍️ **YOUR TASK**
> Rewrite your headline and about section using the questions above. Add at least six before-and-after photos.

CHAPTER 2

Respond fast, quote well

Speed wins

When a customer posts a job or sends an enquiry, the first two or three good replies usually get the job. Turn on notifications and aim to reply within the hour.

End of the free sample

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