

The Tuesday Morning Call Playbook: Turning New Permits into Booked Jobs

Keep it natural, neighborly, and low-pressure. You aren't cold calling—you're a local pro introducing yourself to a neighbor building right down the road.

NO EXCEPTIONS
1 Business Per Trade,
Per County

1. The Easy Tuesday Morning Opener (20 Seconds)

STEP 1 • TUESDAY MORNING CALL

The Goal: Sound like a helpful local builder, not a salesperson. Congratulate them on the new build, ask if they've lined up your trade yet, and let them know your card is on its way in the mail.

NATURAL OPENER (SAY IT JUST LIKE TALKING TO A NEIGHBOR)

"Hey [First Name], this is [Your Name] over at [Company Name] here in [Your Town]. We saw the permit come through for your new [40×64 garage / shop / home] out on [Road Name] and just wanted to say congratulations on getting that going! I'm just reaching out early to see if you already have someone lined up for your [overhead doors / excavation / concrete / HVAC], or if you're still getting numbers together?"

EASY WRAP-UP (SETS UP THURSDAY'S POSTCARD)

"No rush at all—I know you've got a lot moving right now. I'm actually dropping a card in the mail to you today with our logo and my cell number on it, so you'll see it in your mailbox by Thursday. Whenever you're ready for us to take a look or run some numbers, just give me a ring!"

2. When They Ask: "Wait—how did you know we pulled a permit?"

TURN CURIOSITY INTO INSTANT TRUST

Why This Question Is Gold: Never act sheepish when a homeowner asks how you knew! Anyone spending \$50,000 to \$500,000+ on a build **wants** a contractor who pays attention to detail, knows the local townships, and stays ahead of schedules. Use their question to show **how buttoned-up and plugged into the local community your shop is**.

OPTION A — "THE DETAIL-ORIENTED LOCAL SHOP" (SMOOTH & CONVERSATIONAL)

"Oh, the townships post the new building permits every week, and we're pretty detail-oriented around here—we check the local filings every Tuesday morning so we know what's going up in our area and can plan our crew schedules ahead. When we saw a great project like yours going up right down the road, we wanted to introduce ourselves early before your schedule gets crazy."

OPTION B — "STAYING AHEAD OF LEAD TIMES & SPECS" (GREAT FOR DOORS, WINDOWS, HVAC & SUBS)

"We work in [Your County] County every week, so we keep a close eye on the local permit filings. Paying attention to the little details—from township permits to local inspector specs—is just how we run our shop. That way we can catch neighbors early while you're still planning, so you aren't stuck waiting six weeks on material lead times."

OPTION C — "WARM & NEIGHBORLY" (SHORT, FRIENDLY & DISARMING)

"Fair question! The townships publish the new building permits each week, and we like staying on top of what's happening in our own backyard instead of sitting around waiting for the phone to ring. Plus, catching you early lets us help you avoid the usual [framing / rough-in / site-prep] headaches before the build gets too far along."

3. The 15-Second Voicemail (When It Goes to Voicemail Tuesday Morning)

MAKES THURSDAY'S POSTCARD FEEL FAMILIAR

LEAVE THIS CASUAL, FRIENDLY VOICEMAIL

"Hey [First Name], this is [Your Name] over at [Company Name] here in [Town]. We keep an eye on new builds in the area and saw you're putting up the new [40×64 garage / home] out on [Road Name]. Just wanted to say congrats on the project and see if you needed numbers or specs on [your trade] yet. I'm dropping a card in the mail to you today with our logo and my cell number—you'll see it in your mailbox by Thursday. Give me a call anytime at [Phone Number]. Hope the build goes great!"

Why the Tuesday Call + Thursday Postcard Works Every Time: A quick, friendly call on Tuesday morning puts your name in their ear. When your sharp 6"×9" postcard lands in their mailbox on Thursday, you aren't a stranger anymore—you're the local pro they just heard from.

TheWisconsinWire.com
1 Business Per Trade, Per County • No Exceptions