

FREE GUIDE · CARPENTERS, CABINET MAKERS & CLOSETS · FLORIDA

MORE \$10,000 PROJECTS. LESS RELYING ON LUCK.

We've spent 3+ years mastering the carpentry and cabinet-making market in Florida. We know the areas, the competition, and the real numbers behind this trade.

This guide covers the 5 mistakes costing carpenters the most projects in Florida: how to spot each one in your business in 2 minutes, and what to do today to fix it.

ONE CLOSED PROJECT

pays for months of your marketing. You don't need 100 clients in this trade:

you need 4 or 5 good leads a month. That's it.

BEFORE WE START

IT'S NOT YOUR CRAFT. IT'S THAT NOBODY SEES IT.

We didn't write this guide from a marketing blog. We wrote it after years working side by side with carpenters, cabinet makers, and closet businesses across Miami, Hialeah, Doral, Kendall, Orlando, Tampa, and Cape Coral: studying their competition, their areas, their real customers.

That taught us something that repeats across almost every business in this trade:

- 01** Excellent craftsmanship, abandoned online presence. Profiles with no structure, outdated Google listings, glowing testimonials nobody ever sees.
- 02** Not everyone just hits the blue "boost" button — plenty have run real ad campaigns, even with an agency. The problem was never the effort: nobody had a method built for this trade.
- 03** Projects are lost not from a lack of leads, but a lack of follow-up. Whoever responds fast and with a system wins the job, even if they're not the cheapest.

We helped one carpentry client go from living job to job on word of mouth to expanding into New York, buying an \$80,000 machine, and moving into a new warehouse — without ever missing a beat in Florida. It's not magic: it's method, market knowledge, and real follow-up.

This guide gives you the same 5 points we review when a business hires us, in do-it-yourself form. No fluff: every gap comes with its 2-minute test and its fix.

HOW TO USE THIS GUIDE

Grab your phone. Open your Instagram, Facebook, and Google listing as if you were a stranger who's never heard of you. Go gap by gap and check off what applies. There's a scoring table at the end.

YOUR BIO DOESN'T SAY WHO YOU HELP



The customer lands on your profile, doesn't get it in 3 seconds, and moves on.

Your Instagram and Facebook bio is your 24-hour salesperson. In the businesses we've reviewed, the typical bio is just the business name and a phone number. Nothing else. It doesn't say what you actually do, for whom, in which area, or why you over the guy next door. A homeowner in Kendall with \$12,000 for their kitchen isn't going to guess: they want to read "custom kitchens in Miami-Dade, direct manufacturers, 10-year warranty" and message you right away.

THE 2-MINUTE TEST

Open your profile in incognito mode. Read it like a stranger. In 3 seconds, is it clear WHAT you do, WHERE you work, and HOW to reach you in one tap? If one of those three is missing, that's your gap.

FIX IT TODAY

Proven bio structure: line 1, what you do and where (Custom kitchens & closets · Miami-Dade & Broward). Line 2, your real differentiator (Direct manufacturers · water-proof materials · warranty). Line 3, CTA with a direct WhatsApp link – not "link in bio" to a linktree with 8 options.

FIELD NOTE: across the businesses we've reviewed, the ones that actually grow share the same bio pattern: trade + area + proof + WhatsApp. That's not a coincidence.

YOUR GOOGLE LISTING IS ABANDONED

2

Google Maps is where people search you first – and you haven't posted since forever.

When someone searches "custom cabinets near me" or "carpenter in Hialeah," Google decides who shows up first. And it rewards listings that are alive: recent photos, review replies, correct hours, listed services. We've seen businesses with 70, 100, even 150 glowing reviews... with the last photo uploaded two years ago, happy-customer reviews with zero replies, and even an old business name left over from a rebrand.

THE 2-MINUTE TEST

Search your business on Google Maps. Check the date of your last photo. Check if you replied to your last 5 reviews. Check if your name, hours, and phone number are correct. Something off? Gap confirmed.

FIX IT TODAY

Today: upload 10 photos of your best 3 projects (before/after sells twice as hard), reply to EVERY review from the last 6 months by name ("Thank you, Yolanda, it was a pleasure working on your kitchen"), and double-check your services and service areas. It's free, and Google rewards it within weeks.

FIELD NOTE: we found a business in Doral that rebranded months ago and their Google listing still shows the old name. Every customer searching the new name never finds them. That's how a \$15,000 project disappears without you ever knowing.

YOU HAVE SOCIAL PROOF AND NOBODY SEES IT

3

5-star reviews buried in Google while your Instagram looks brand new.

This is the most painful gap because the hard work is already done: your customers already love you, already left glowing reviews, already text you photos of the finished kitchen. But it's all scattered and hidden. A new customer landing on your Instagram sees none of that: just cabinet photos with no context, no story, no happy customer's face. The trust you already earned isn't working for you.

THE 2-MINUTE TEST

Count how many 4.5+ star reviews you have on Google. Now open your Instagram and see where a new customer can find those testimonials in under 10 seconds. No highlight reel called "Testimonials," no customer posts? Massive gap.

FIX IT TODAY

Take your 10 best reviews and turn them into content: a clean screenshot with design, a project photo + the customer's quote, a short before/after video with the review text overlaid. Create a highlight called TESTIMONIALS and another PROJECTS. That works for you forever.

FIELD NOTE: we reviewed a closet business in Miami with 30 years in the trade and reviews calling them "the best in the city"... with 1,091 followers. Their real reputation is worth 100 times their online presence. Sound familiar?

BOOST BUTTON = RUNNING ADS



Boosting a post isn't a campaign. That's why "ads don't work" in your experience.

Almost everyone who tells us "I already tried Facebook Ads and it doesn't work" did the same thing: hit "boost post," put in \$50, picked "people near me," and waited for a miracle. Meta happily takes the money and nothing comes back. A real campaign works in stages: one ad for people who don't know you (see your work), another for people who've seen you (testimonials, warranty), and another for people who are ready (a concrete offer straight to WhatsApp). Each stage has its own budget, message, and tracking.

THE 2-MINUTE TEST

Do your ads come from the "boost post" button instead of Ads Manager? Do you not know how much each WhatsApp conversation costs you? No separate campaigns by awareness stage? Three symptoms of the same gap.

FIX IT TODAY

Minimum rule before spending another dollar: never the boost button again. If you invest, do it with a funnel structure (cold, warm, hot), destination WhatsApp with a pre-written message, and track ONE thing: cost per conversation and how many turn into a sent quote.

FIELD NOTE: in this market, a homeowner's WhatsApp conversation costs between \$8 and \$25 with a well-built funnel. If your average project is \$8,000+, the math pays for itself with one close a month.

THE HOT LEAD COOLS OFF IN YOUR WHATSAPP

5

The invisible gap: it's not that leads are scarce, it's that the ones you get die without follow-up.

A homeowner messages asking for a price. You reply 6 hours later because you were mid-installation. They ask for photos, you send them, they say "let me talk to my spouse"... and that's it. Multiply that across every month you've been in business. In this market, whoever responds first and follows up with a system wins the project, even if they're not the cheapest. Without a closing script and a place to log every lead, you're giving away projects you already had in hand.

THE 2-MINUTE TEST

Check your WhatsApp Business right now: look at the last 10 people who asked for a price. How many did you follow up with after sending the quote? If the answer is "none" or "I don't remember," this gap is costing you more than all the others combined.

FIX IT TODAY

Minimum 3-touch system: at 24 hours after the quote, a recap + a photo of the most similar project you've done. At 48 hours, a testimonial from a customer in their area. At 72 hours, an honest close: "should we get started on your project this month, or hold off for later?" And every lead logged in a table: name, date, area, status. What isn't tracked gets lost.

FIELD NOTE: one of our carpentry clients gets over 50 conversations a month. The difference between that and zero wasn't luck: it was funnel + real follow-up. Their most recent project closed this way: \$15,000. One single client.

SCORE YOURSELF

HOW MANY GAPS DID YOU CHECK?

0-1

You're ahead of 90% of the market. Sharpen the details and accelerate: it's time to invest in traffic.

2-3

Great craftsmanship, weak marketing. Every month like this is a project going to someone else.

4-5

Your business lives on word of mouth and luck. The good news: fixing it shows results fast.

THE MATH THAT CHANGES EVERYTHING

Your average project is worth \$6,000 to \$15,000. With margins like that, you don't need to "go viral": you need a system that brings you 4 or 5 good conversations a month and a process that closes them. One closed project pays for months of the full system. That's why the bigger businesses in your market invest in marketing without blinking: they've already done this math.

WANT US TO REVIEW IT WITH YOU?

We do free 3-point diagnoses over video call: we review your Instagram, your Google listing, and your ads live, and tell you exactly what's holding your business back. 15 minutes, no obligation, no sales pitch.

[MESSAGE US ON WHATSAPP](#)

We reply same day.