



**THE
CUSTOMER
ROBOT**

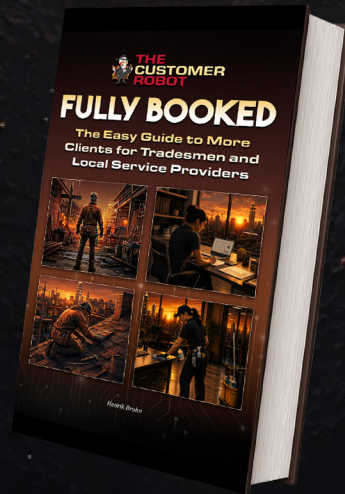
FULLY BOOKED

**The Easy Guide to More
Clients for Tradesmen and
Local Service Providers**



Henrik Bruhn

Why This Book Exists



You're good at your job. You know your trade.
You can fix anything, build anything, clean anything.

But you're losing customers to someone who's worse at the job than you are.
Why? Because they show up on Google. And you don't.

That's what happened to Peter. 28 years of experience removing algae. His customers loved him. But then everyone started searching on Google instead of asking their neighbors for recommendations. And Peter wasn't there.

His competitor - someone who'd been doing it for 3 years - had a professional website and 47 reviews. Peter had 2.

Guess who got the customers?

Not Peter.

That made me furious. Because it's not fair. You should win based on how good you are at your job. Not based on who's better at marketing.

So I figured out a system. A way to make sure when people search for what you do, they find YOU. Automatically. 24/7.

That's the Customer Robot.

What is the Customer Robot?



It's not magic.

It's not expensive ads. It's not cold calling.

It's a system where you set everything up RIGHT. Once. And then it works for you automatically.

When someone searches at 11 PM, they find you. When they search on Sunday morning, they find you. When they search in the middle of the week, they find you.

You don't need to do anything. The system does it.

And when they find you, they trust you. Because you've done everything right.

And when they trust you, they call.

That's it.



The Real Numbers

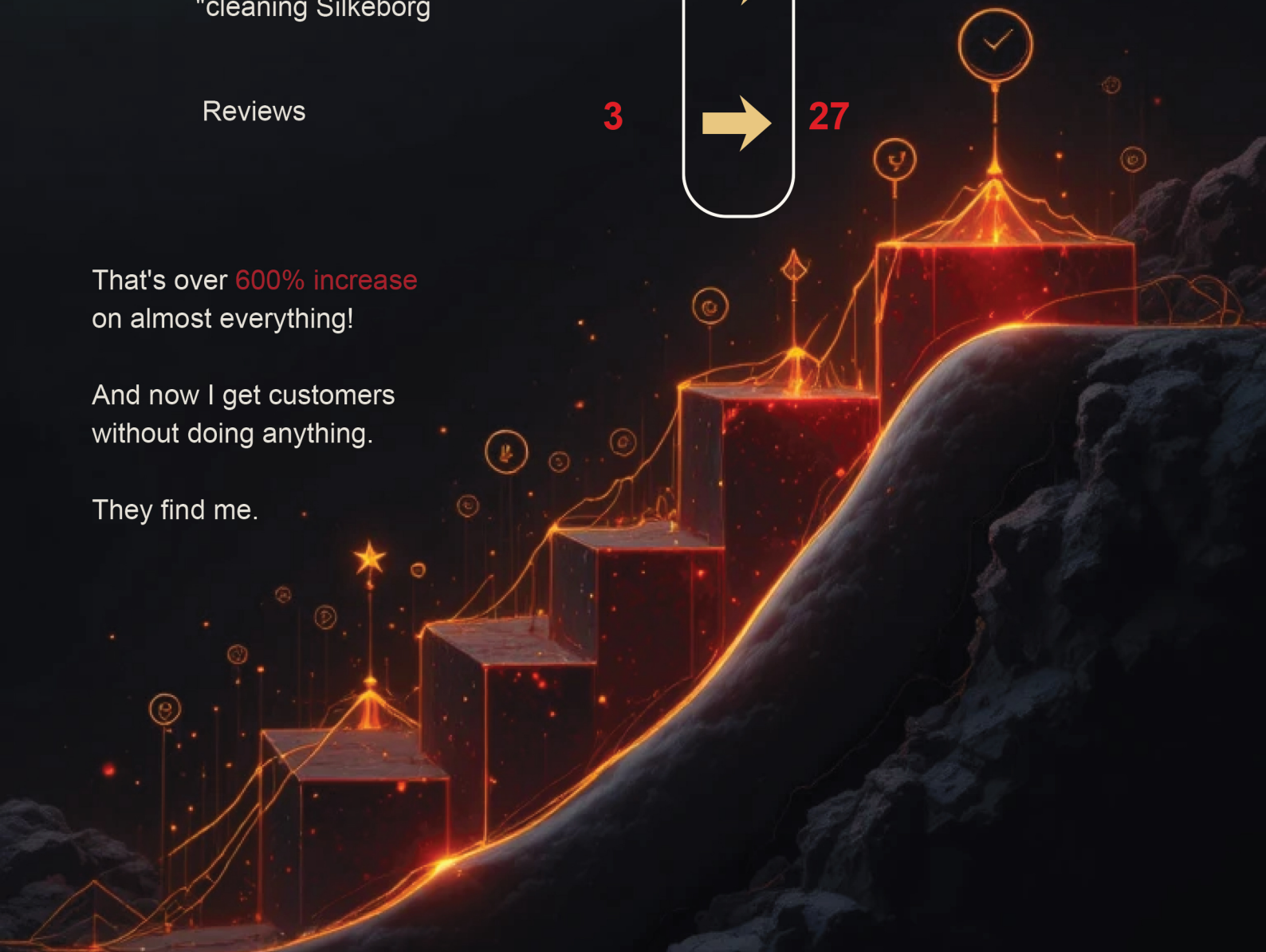
Before and after I built the Customer Robot system for my cleaning business:



That's over **600% increase** on almost everything!

And now I get customers without doing anything.

They find me.



EEAT-Be Worth Listening To

E E E A T



Google asks one question every single time: "Is this person worth listening to?"

- Experience - Have you actually done this?
- Expertise - Are you actually good at it?
- Authoritativeness - Do other people recognize you as an expert?
- Trustworthiness - Can people trust you?

Here's my mistake: I wrote generic articles about "professional cleaning" and "eco-friendly solutions." I copied text from other websites and changed the words.

Nothing happened. 8 calls a month. That's it.

Then I rewrote everything based on what Tatiana (my cleaner) actually does. Real tips. Real experience. Real details. Instead of "We offer professional cleaning," I wrote: "Tatiana spends 30 seconds removing soap residue from your bathtub before she starts the actual cleaning. *Why?*

Because soap residue is like glue - all dirt sticks to it." That's something only someone who's cleaned 1000 bathtubs would know.

3 months later: 45 calls per week.

The lesson: Stop writing like a robot. Write like a person who actually does the work.

Your "About Us" Page



This is the most underrated page on your entire site.

Don't write: "We started in 2005 and have served 1000+ customers."

Write: "I'm Henrik. I run this business with Tatiana, who actually does the cleaning. She came to Denmark from Ukraine in 2023. We started this company because I saw she had incredible skills but no one would hire her because she had no Danish references. Now we've cleaned over 200 homes."

That's a story. That's real. That's why people call you.



Service Pages



Before



After

Here's the thing nobody tells you: You need a page for EVERY service in EVERY city you work in.

Not one "Services" page. That doesn't work.

If you do cleaning in 5 cities and offer 5 services, you need 25 pages.
"Office Cleaning in Silkeborg" "Office Cleaning in Herning" "Deep Cleaning in Silkeborg" Etc.

Is it tedious? Yes.

Does it work? Also yes.

Your competitor who does this will outrank you every single time.

Your Homepage



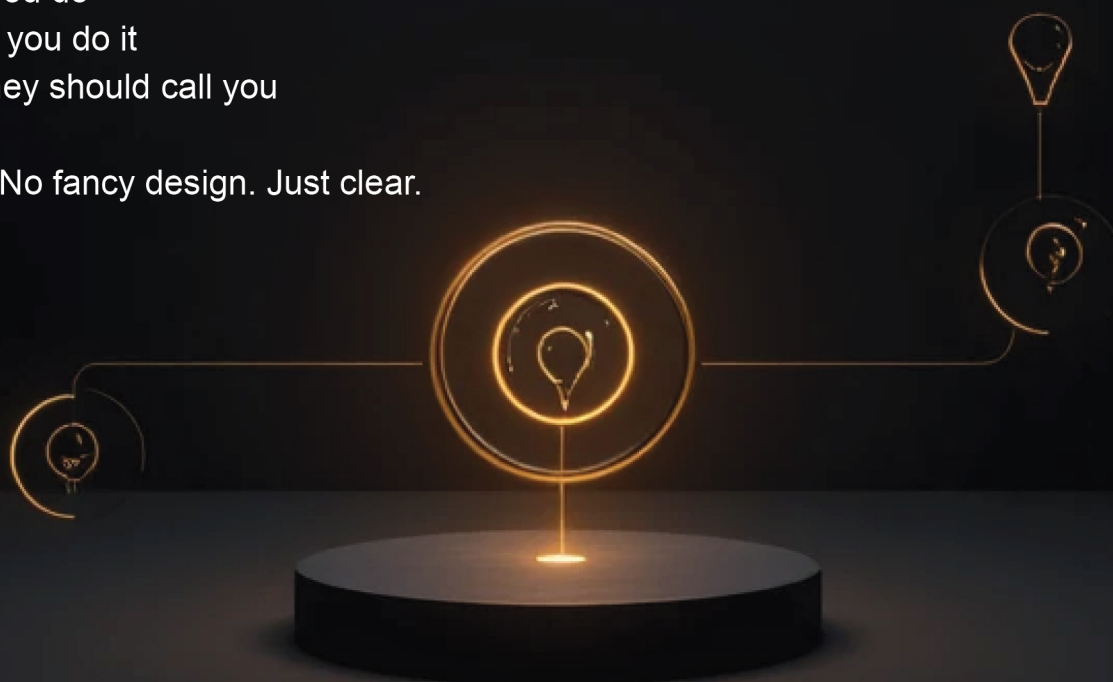
Your website needs to be set up correctly. Not fancy. Correct.

You have 5 seconds.

In 5 seconds, the person needs to understand:

- What you do
- Where you do it
- Why they should call you

That's it. No fancy design. Just clear.



Your Contact Page



Make it EASY to call you.

Phone number visible.

Clickable.

That's it.



Google Business Profile

The Most Important Hour

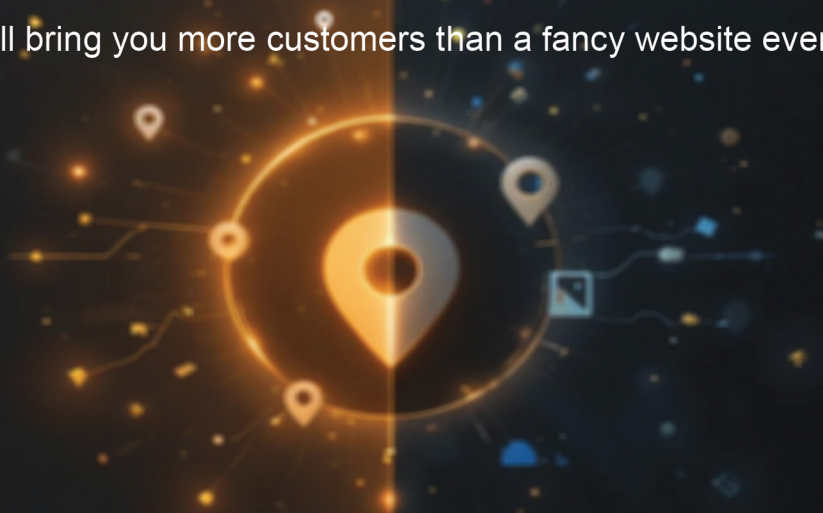


Your Google Business Profile is more important than your website.
Seriously.

Spend one hour - just one - to:

- Fill in EVERYTHING
- Add real photos (not stock photos)
- Answer the questions people ask
- Keep it updated

That one hour will bring you more customers than a fancy website ever will.



Reviews - You Have to Ask

Reviews don't come by themselves.

You have to ask.

After every job, ask: "Would you mind leaving a review on Google?"

Some people will. Some won't. But if you don't ask, nobody leaves reviews.

And without reviews, you lose to people who have them.

I went from 3 reviews to 27 reviews.

How? By asking.

How I Get Reviews



1

Ask Every
Customer



2

Add Direct Link



3

Perfect Timing
(2 Hours after job)



4

Follow Up

The System Works Together



This isn't about doing one thing really well.

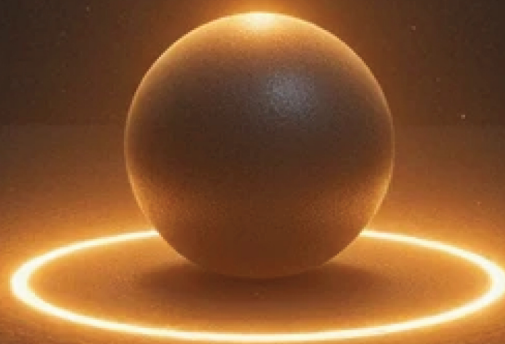
It's about doing EVERYTHING right.

Your website is set up correctly. Your Google Business Profile is filled out. You have reviews. Your content shows real experience.

When all of this works together, Google sends you customers.

Not 100 in 30 days. That's bullshit.

But steady, consistent customers. Month after month.



What Now?

You have two options:

Option 1: Read the full book and build it yourself. It takes work. But you'll save money.

Option 2: Contact me and I'll build it for you. Exactly like the system in the book.

But whatever you do, don't do nothing.

Because your competitor is probably reading this too.

And they're going to build their Customer Robot.

The question is:

Will you?



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