JUNK GROWTH

★ The Full Truck Playbook

Hustle Doesn't Fill Trucks. Systems Do.

Why Facebook posts, Marketplace, Yelp, Nextdoor and door hangers keep you stuck in feast or famine, and the system junk removal owners use to keep the phone ringing every week: the ads, the numbers, the follow-up, and the scripts.

If your jobs only come in while you're out hustling for them, you don't have a business yet. You have a second job.



Every number in this playbook is a realistic range from local home-service ad accounts, not a promise. Results vary by market, season, pricing, and how fast you answer your phone. Everything here works whether you hire us or not.

ACT I

The Hustle Trap

Posts, Marketplace, Yelp, Nextdoor, door hangers. Why they keep you stuck in feast or famine.

Sound Familiar?

You're Working A Hand Pump

Most junk removal owners get jobs the same way: post on Facebook, list on Marketplace, keep the Yelp page alive, jump on Nextdoor threads, knock doors, hang flyers. And it works... **a little, sometimes.**

That's because hustle marketing is an **old hand pump**. Water only comes out while you're pumping. The second you stop, because you're on a job or slammed or just tired, it dries up.

Ads are a **faucet**. Turn it on and it runs while you work. Want more? Turn the handle. You never have to pump.

You can't market while you're carrying a couch.

The Cycle

Feast Or Famine, On Repeat

1. **Slow week.** Truck's in the driveway, so you hustle: post, knock, hang flyers.
2. **Jobs come in.** Now you're busy hauling, so the posting and knocking stop.
3. **The pipeline dries up** because nobody's feeding it while you work.
4. **Slow week again.** Back to step one.

That's not a slow market. That's a **system that only runs when you do.** You can't hire a second crew or buy a second truck on a pipeline that shuts off every time you get busy.

Channel By Channel

Why Each One Lets You Down

None of these are worthless. They just can't be the plan, and here's why.

Facebook posts

The hope: people see it and call.

The reality: Facebook shows your post to a small slice of your own followers, mostly friends, family and other haulers. Almost nobody scrolling that day has a garage to clear *that week*.

It's like taping a flyer to your own fridge.

Marketplace + groups

The hope: free leads from locals.

The reality: you're listed next to every guy with a pickup posting "$50 hauls." The people browsing are bargain hunters, so you start the conversation already in a price war.

It's selling steak at a garage sale.

Yelp

The hope: reviews bring calls.

The reality: your ranking moves on reviews you don't control, and unless you pay up, Yelp can show your competitors' ads right on your own page. Few people start a junk removal search on Yelp anyway.

It's a shop on a side street with your rival's sign in your window.

Nextdoor

The hope: neighbors recommend you.

The reality: you only get the job if someone happens to ask that week, in your neighborhood, and someone else happens to name you. Those threads fill up with "my cousin does it for cheap."

It's word of mouth on a timer you don't control.

Door Knocking

The hope: shake hands, win jobs.

The reality: it costs your most expensive resource, your hours. Most doors you knock don't have junk to clear today, and the ones that do weren't thinking about it until you showed up.

It's selling umbrellas door to door on a sunny day.

Door Hangers

The hope: they keep it and call later.

The reality: hangers land in the recycling bin the same day. When the junk finally needs to go three months later, nobody remembers the paper. They grab their phone.

It's leaving a business card at a house that isn't moving.

Every one of these has the same flaw: **it hopes you happen to be there at the exact moment someone needs you.**

The Real Problem

Junk Removal Is A Timing Business

Nobody wakes up wanting junk removal. Something **happens**: a move, a renovation, a breakup, a parent passing, a landlord saying the unit has to be empty by Friday.

When that moment hits, they need someone **this week**, and they pick whoever they find first.

Hustle marketing shows up at random times and hopes it lines up. Ads show up **at the moment the need hits**, because that's exactly what they're built to do.

Act II

Be There When They Look

How people actually hire a junk hauler, and the two ads that catch them.

How They Hire

Follow One Homeowner

1. **Sunday:** Sarah is moving out of her mom's house. The garage is packed to the ceiling.
2. **Sunday night:** she grabs her phone and types *"junk removal near me"* into Google. She calls one of the first few names she sees.
3. **Monday:** scrolling Instagram, she sees a video of a crew clearing a garage just like hers, in her town. She taps it.
4. **Tuesday:** she books whoever she saw twice and who answered fastest.

She never saw a Facebook post, a Marketplace listing, a Nextdoor thread, or a door hanger. **She searched and she scrolled.** That's where the job was won.

Two Ads, Two Jobs

Google Catches Them. Meta Finds Them.

Google Ads

Who sees it	**People searching right now**
Their mindset	**"I need this gone"**
What it does	**Catches the hand already raised**
Cost per lead	**Higher**
Think of it as	**The store on the corner**

Meta Ads (FB + IG)

Who sees it	**Homeowners in your zip codes**
Their mindset	**"Oh, I should do that"**
What it does	**Reaches them before and after they search**
Cost per lead	**Lower**
Think of it as	**The billboard on their drive**

Google is the store they walk into when they're ready to buy. Meta is the billboard they pass every day until they are, except it only shows to homeowners in the zips you serve.

Same Week, Two Systems

Hustle Week vs. Ads Week

Hustle marketing		Google + Meta ads	
Your hours	**10+ a week**	Your hours	**~0 once it's built**
Who sees it	**Whoever's home or online**	Who sees it	**Homeowners who need you**
Timing	**Random**	Timing	**The moment they look**
When you're busy	**It stops**	When you're busy	**It keeps running**
Want more jobs?	**Work more hours**	**Want more jobs?**	**Turn up the budget**

Keep The Hustle?

Keep The Hustle As A Bonus, Not The Plan

- **Reviews still matter.** Ask every happy customer for a Google review. Ads bring people to you, and reviews close them.
- **Post your before-and-afters.** They make your ads more believable when someone clicks your profile.
- **Knock the neighbors after a job.** "We're clearing the house next door, got anything?" is the one door knock worth doing.

Ads are the engine. The hustle is the extra gas.

Act III

The Shared-Lead Trap

Why buying leads keeps you in a price fight you can't win.

THE TRAP

You're Buying A Fifth Of A Lead

Angi, Thumbtack and HomeAdvisor sell **the same cleanout to four or five haulers at once.** Before you've seen the pile, you're in a race to the bottom with everyone else who paid for that name.

- ✕ You didn't win the customer. You won **a bidding war**.
- ✕ The lowest quote wins, so your margin is set by the most desperate guy in town.
- ✕ You don't own the lead. The day you stop paying, it all disappears.



One homeowner. Five trucks. Lowest bid wins.

FLIP IT

Flip the switch

Two Kinds Of Leads, Two Businesses

Same homeowner, same pile. Watch what changes when the lead is yours.

	A lead from your own ad	A shared marketplace lead
WHO ELSE GOT IT	Nobody. They saw your truck, your crew, your city, and called you.	
WHO SETS THE PRICE	You do. They're asking when you can come, not who's cheapest.	
THE JOB	A packed garage or a full cleanout. Your ad talked to people with real piles.	
SPEED	You're the only one calling, so five minutes wins it outright.	
WHO OWNS IT	You. The customer, the review, and the referral are yours.	
WHEN YOU STOP PAYING	The customers, the reviews, and the reputation all stay.	

One phone rings, and the job is yours to price. That's a business you control.

ACT IV

The Price-Shopper Tax

What single-item callers really cost you in gas, dump fees, and hours.

THE DRIVE

ALL THIS FOR $80?

The single-item caller looks like a job on the calendar. Then you do the math on the day:

- ✕ **40 minutes each way** for one mattress
- ✕ Gas, the dump fee, and wear on the truck come out of that $80
- ✕ A half-empty truck is a full truck's worth of driving for a fraction of the pay
- ✕ And they *"found someone cheaper"* half the time you quote



BUSY IS NOT THE SAME AS PROFITABLE.

The Same Truck, Two Days

One Truck. Two Very Different Days.

The price-shopper day

Jobs	**5 single items**
Average ticket	**$90**
Drive time	**~4 hrs**
Dump runs	**3**
Revenue	**$450**

The full-truck day

Jobs	**2 cleanouts**
Average ticket	**$475**
Drive time	**~1.5 hrs**
Dump runs	**2**
Revenue	**$950**

Illustrative day. Fewer stops, fuller loads, more than double the money for less driving.

Act V

The Numbers

Junk removal leads are some of the cheapest in home services. Here's what your own ad machine looks like.

RUN YOUR NUMBERS

Drag the budget

What Your Ad Budget Turns Into

Daily ad spend, paid straight to Meta $40/day

$20/DAY — $150/DAY

$1,200	~80	~24	~$10,800
SPEND / MONTH	LEADS	BOOKED JOBS	IN HAULS

Assumes $15 per lead, 30% booked with fast follow-up (what our accounts typically convert at), and a $450 average job — the middle of the ranges we see. Your market will land somewhere around it.

THE RANGES

The Realistic Ranges

- **Cost per lead:** $8–20, depending on your market
- **Booking rate:** ~30% of leads book when you follow up inside 5 minutes
- **Average premium job:** $400–550
- **At $30–50/day:** 18–30 booked jobs a month

Your first three jobs pay for the whole month.

Two things break this math: **slow follow-up** (Act VII) and **attracting the wrong caller** (Act VI).

ACT VI

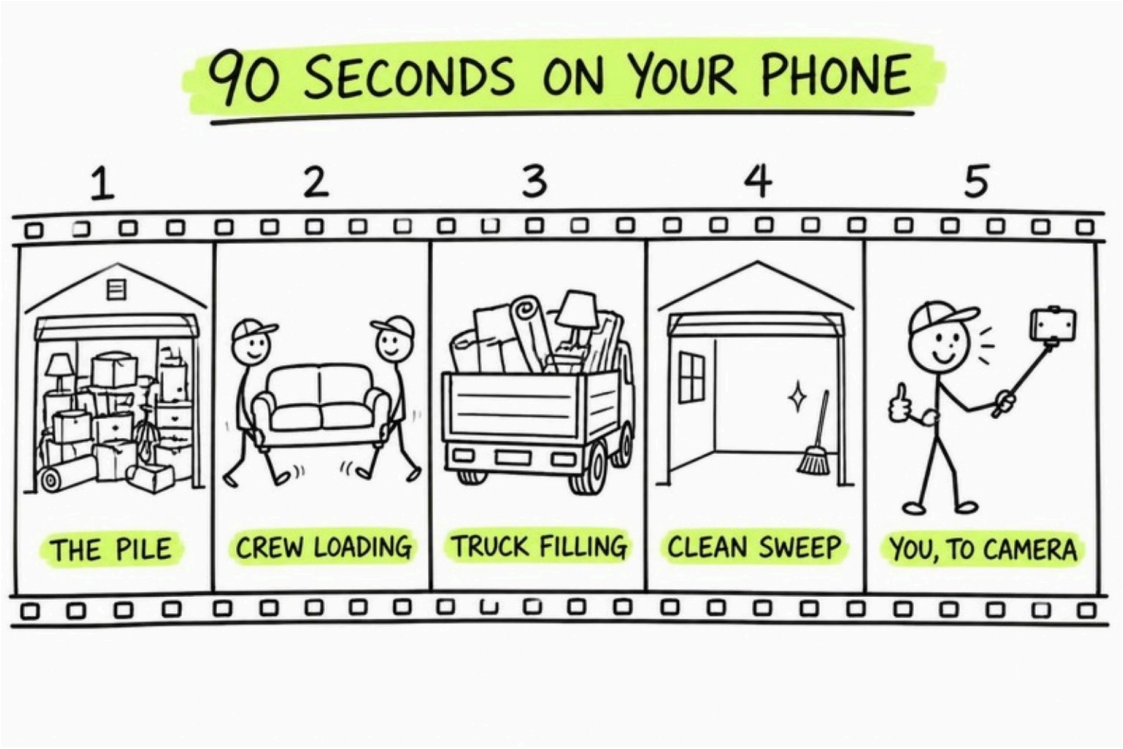
The Ad

Your footage and your words decide who calls.

THE SHOT LIST

90 Seconds On Your Phone Beats Every Stock Photo

The best junk removal ads aren't polished. They're a **real crew clearing a real pile**. Nobody can copy that ad, because nobody else has your footage.



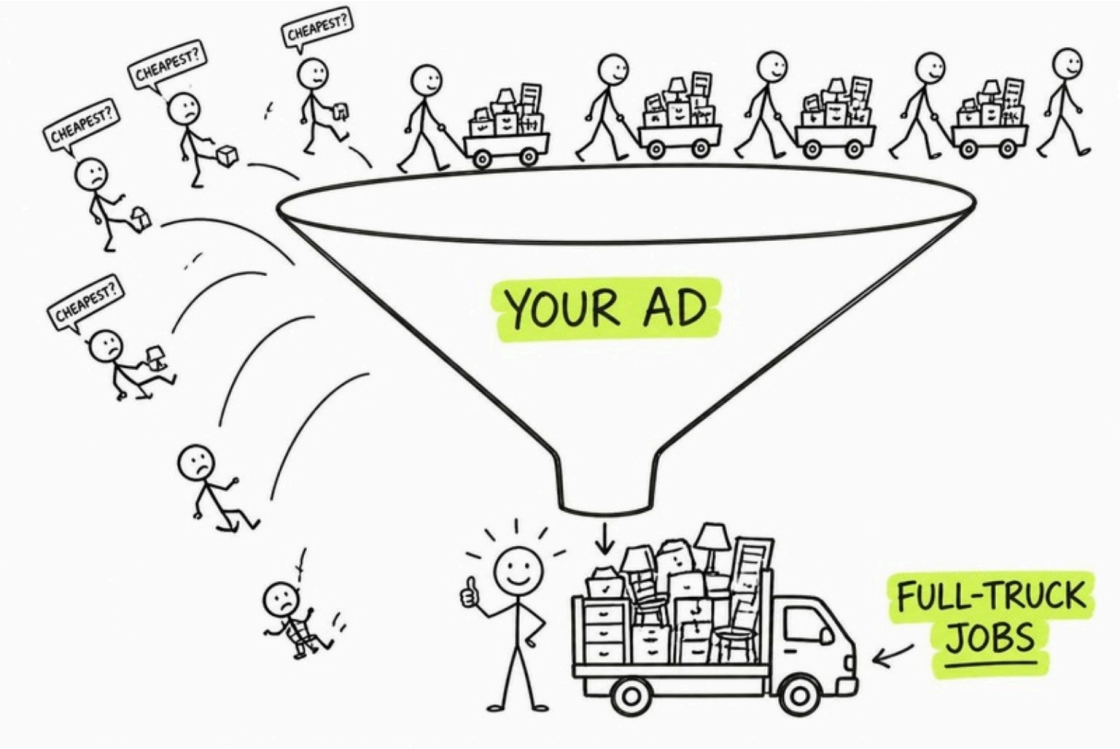
1. **The pile.** Slow pan of the packed garage. Homeowners see their own garage in it.
2. **Crew loading.** 10–15 seconds of fast hands. Energy sells.
3. **Truck filling.** Shoot into the bed as it fills. That's the product shot.
4. **The clean sweep.** The empty, broom-finished garage. The transformation is the ad.
5. **You, to camera.** One take: who you are, what you clear, how fast you get there.

THE FILTER

Copy That Pulls $500 Cleanouts, Not $80 Hagglers

Run "cheap junk removal" and your phone fills with single-item price shoppers.

The filter is in the words.



- **Lead with the job, not the price.** *"Garage packed? Cleared in one visit."* beats *"Junk removal from $79"* every time.
- **Show load pricing, not teaser pricing.** "1/4 load to full load, upfront price when we see it."
- **Name the premium jobs.** Estate, garage, moving, and hoarding cleanouts. The words you use are the jobs you get.
- **Aim at homeowners.** Homeowner-heavy zips and a 30+ age skew stack on top of the creative.

ACT VII

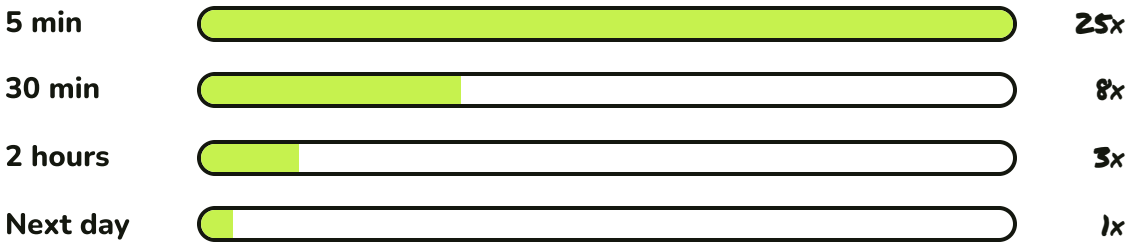
Speed To Lead

They're standing in the garage when they submit. Answer in five minutes or they call the next guy.

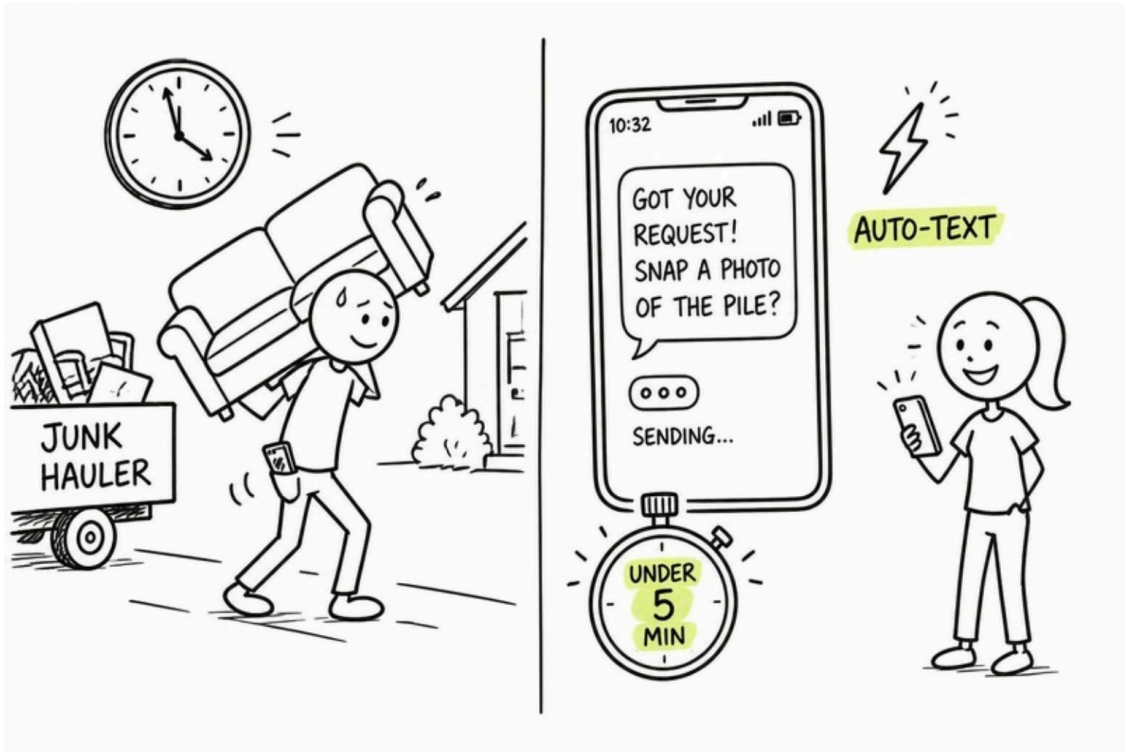
THE 5-MINUTE RULE

The Follow-Up Is Worth More Than The Ad Budget

Your odds of reaching a lead fall off a cliff after five minutes:



Relative odds of reaching the lead, by response time (lead-response studies).



You can't answer while you're carrying a couch. So **let the system answer for you:**

AUTO-TEXT · FIRES THE SECOND A LEAD COMES IN

"Hey, this is [name] with [company] — got your request. Quick question so I can give you a real number: how full is the space? Snap a photo if it's easier."

MISSED-CALL TEXT-BACK · FIRES WHEN YOU CAN'T PICK UP

"Sorry I missed you — on a job. Text me a photo of the pile and I'll send you a ballpark in 10 minutes."

People who send a photo book.

Act VIII

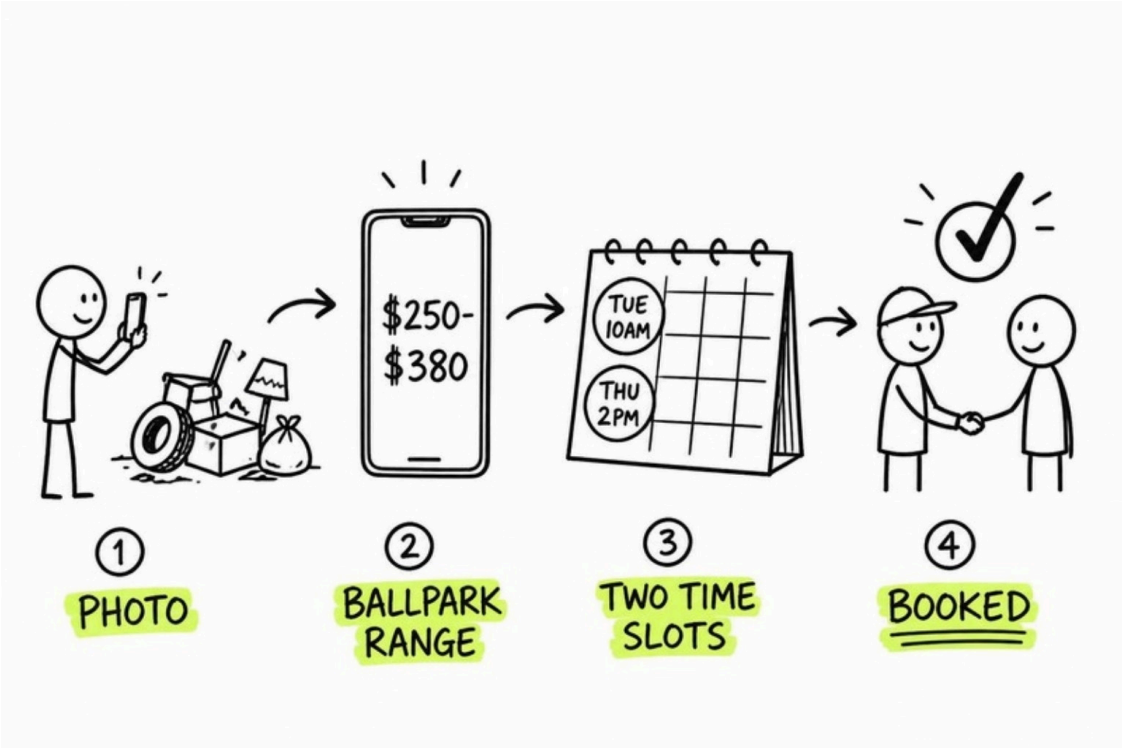
The Close

Book it on the phone. Price it at the curb.

THE BALLPARK

NO ESTIMATE VISIT. EVER.

Nobody schedules three appointments to get rid of a sectional. Give a **bracketed range** and book the slot on the same call.



THE BALLPARK SCRIPT

"Based on the photo, you're between a half and three-quarter load — roughly $250 to $380. Exact number when we see it, always at or under the top. I've got tomorrow at 10 or Thursday at 2. Which works?"

- **Never quote one number blind.** A range protects you and still gets the yes.
- **End on two slots.** *"Which works?"* books. *"Want to book?"* stalls.
- **No answer?** Day 1: *"Truck's in your area Thursday."* Day 3: *"Want me to hold a spot?"* Then stop.

THE SECOND PILE

The Most Profitable Sentence In Junk Removal

Once you're at the curb with the truck, ask one question:

"While we've got the truck — anything in the basement or side yard?"



The second pile costs you no extra drive, no extra ad, and no extra lead. **It's the highest-margin load of your week.**

ALL YEAR

When Residential Slows, The Work Changes

- **Winter:** estate cleanouts, evictions, hoarding jobs, and the January declutter purge. Change the ad's message with the season instead of pausing it.
- **Spring and summer:** garage cleanouts and moving season. Raise the budget while leads are cheap.
- **The commercial layer:** property managers, realtors, and contractors buy again and again. One relationship can fill a truck every week.

This Is The System. We Build It.

Everything in this playbook — the ads from your footage, the 5-minute follow-up, the booking machine — **built and run for you**, backed by **15 booked jobs in 30 days or we work for free.**

THE INVESTMENT

Plans start at $997/month

For serious business owners only.

Ad spend is separate, paid straight to Meta. No long-term contract.

We'll map out exactly which plan fits your business **on our call.** See you there.

— Yug

Founder, Junk Growth