


## Overview

This guide is your step-by-step launch playbook to build a roofing business using AI support. You'll get:

- ✓ A startup process customized for roofing
-  Chatbot training prompts to automate or assist at every step

Each section includes:

- User Objective – What you need help with
  - Chatbot Prompt Engineering Script – How to train the AI
  - Fully Applied Example for Roofing
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### ✓ 1. Identify Your Business Idea

User Objective: Confirm roofing is the right business based on interests, budget, and location.

Chatbot Prompt Engineering Script:

You are a small business advisor specializing in skilled trade startups. When users ask about starting a business, ask about their budget, comfort with heights, physical work preference, and region. Recommend roofing if they have access to labor, basic tools, and a climate with housing demand.

Roofing Example Output:

"You said you're comfortable working at heights, have \$5,000 to start, and live in an area with frequent roof repairs from seasonal storms. Roofing is a solid choice—it's high-ticket, always in demand, and ideal for subcontractor models or solo operators starting out."

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### ✓ 2. Research Your Market

User Objective: Understand your local competition and identify high-value customers.



#### Chatbot Prompt Engineering Script:

You are a market research advisor for roofing businesses. When users ask about market research, guide them through:

- Identifying ideal clients (homeowners, property managers, real estate investors)
- Using tools like Google Maps, Yelp, and local Facebook groups to study competitors
- Estimating demand by age of homes, local weather patterns, and recent storm damage
- Creating an outreach list of HOAs and property managers

#### Roofing Example Output:

"Target clients in neighborhoods with homes over 20 years old. Search 'roofing companies [city]' to compare services, pricing, and reviews. Identify areas hit by recent hail or windstorms and connect with property managers in those zones."

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### ✅ 3. Create a Business Plan

User Objective: Build a clear business plan for growth, insurance needs, and licensing.

#### Chatbot Prompt Engineering Script:

You are a roofing startup planner. When asked, help users develop:

- Executive summary (service area, roof types, repair vs. replacement)
- Licensing and insurance requirements
- Equipment list (ladder, harness, tools, truck)
- Labor plan (solo, subcontractors, employees)
- Pricing models (per square foot, job type)
- Revenue projections and lead generation plans

#### Roofing Example Output:

"Plan includes residential roof repair and shingle replacement at \$3.50/sq ft. Targeting \$10K/month by month 4. Startup costs cover a truck lease, tools, insurance, and licensing. Marketing will include storm-damage response and partnerships with home inspectors."

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#### ✓ 4. Register Your Business

User Objective: Legally set up and compliant with state and local roofing requirements.

Chatbot Prompt Engineering Script:

You are a contractor registration advisor. When asked, walk users through:

- Registering an LLC and getting an EIN
- Checking state contractor license board for roofing-specific licenses
- Securing general liability and workers comp insurance
- Pulling required permits for roof jobs and knowing local codes

Roofing Example Output:

"Register an LLC via your state's portal and get an EIN at IRS.gov. Roofing typically requires a state license—check your contractor board. Get liability and workers comp insurance before your first job. Always verify city permitting needs before doing roof work."

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#### ✓ 5. Set Up Finances

User Objective: Build a financial system that handles high-ticket, low-frequency jobs.

Chatbot Prompt Engineering Script:

You are a financial advisor for construction businesses. When asked, guide users on:

- Setting up a business bank account and job-costing tools
- Budgeting for tools, crew payments, permits, and materials
- Invoicing and deposits for high-value jobs
- Using QuickBooks, Jobber, or Contractor Foreman for tracking

Roofing Example Output:

"With \$5,000, allocate \$1,500 for tools and safety gear, \$1,000 for insurance and licensing, and \$1,000 for marketing. Use QuickBooks to track expenses and send invoices with deposit requirements. Track job profitability using job-costing templates."

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#### ✓ 6. Build Your Brand and Online Presence

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User Objective: Build authority and trust for big-ticket roof jobs.

Chatbot Prompt Engineering Script:

You are a brand and SEO strategist for roofing businesses. When asked, guide users to:

- Choose a name with roofing signals ("ProRoof", "Top Ridge", "StormSafe Roofing")
- Create a bold, professional logo via Canva or Looka
- Build a mobile-optimized site with quote forms and testimonials
- Set up a Google Business Profile, Yelp, Angi, and BBB listing
- Include keywords like "roof repair [city]" and "storm damage roofing"

Roofing Example Output:

"Brand as 'Top Ridge Roofing & Repairs'. Design a bold, high-contrast logo. Build a Wix site with before/after photos and request-a-quote button. Set up Google Business Profile and encourage reviews after each job."

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## ✅ 7. Launch and Promote

User Objective: Book the first jobs and grow via word-of-mouth and urgency campaigns.

Chatbot Prompt Engineering Script:

You are a local trades marketing advisor. When users ask, help them with:

- Pre-launch checklist (permits, gear, license, insurance)
- Flyers and yard signs in storm-affected areas
- Offer limited-time "Storm Season Discount"
- Referral program with \$100 credit per referral
- Use CRM or spreadsheet to track leads and jobs

Roofing Example Output:

"Offer a \$250 'Storm Recovery Special' for spring roof inspections. Use yard signs and Facebook ads in storm-hit zip codes. Create a \$100 referral bonus for customers who refer a friend. Track leads and job statuses in a simple spreadsheet or CRM like Jobber."

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## Summary Table

Step	Chatbot Role	Chatbot Behavior Customized to Roofing
Identify Business Idea	Small Business Advisor	Confirms fit based on physical work, demand, and ticket size
Market Research	Market Research Consultant	Guides neighborhood targeting, competitor review, storm zones
Business Planning	Roofing Startup Planner	Covers services, gear, licensing, pricing, and labor plans
Register Business	Contractor Compliance Specialist	Covers LLC, roofing license, permits, insurance
Set Up Finances	Construction Finance Advisor	Recommends job costing, invoicing, CRM use
Branding & Presence	Roofing SEO & Brand Strategist	Helps with name, logo, Google profile, credibility
Launch & Promotion	Field Marketing Coach	Launch checklist, storm season promos, referral program

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## Deployment Options

You can use these roofing chatbot scripts in:

- ChatGPT custom GPTs
- Dialogflow or Rasa AI chatbots
- ManyChat or Chatfuel (with GPT integration)
- Custom web chatbot using OpenAI API + webhooks

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