



Action plan · New business ideas · nbipius.com

Manage Google Profiles for North Port Auto Shops

You will help local mechanics in North Port look great on Google. You will take new photos, post holiday hours, and reply to customer reviews. They pay you a monthly fee to keep their business page fresh and attractive.

In plain English

When your car breaks down, you search Google Maps for a mechanic. If a shop has old photos or unanswered bad reviews, you skip it. You will fix this for shop owners. You take new pictures, reply to reviews politely, and post updates. They pay you every month so they do not have to worry about doing it themselves.

Key numbers

\$50-\$150 TO START	15-20 HOURS / WEEK
1-2 in 14 days FIRST CUSTOMERS	~1 month BREAK-EVEN

Profit outlook

Local auto shops pay a monthly fee for managing their Google Business Profile. Revenue grows as more shops subscribe to the service.

Illustrative projection based on assumptions — not a guarantee.

CONSERVATIVE · / MONTH

\$410

Rev \$590 · Costs \$180 · Payback 1 · Year 1 \$4,000–\$5,000

BASE · / MONTH

\$1,205

Rev \$1,475 · Costs \$270 · Payback 1 · Year 1 \$12,000–\$15,000

OPTIMISTIC · / MONTH

\$2,000

Rev \$2,360 · Costs \$360 · Payback 1 · Year 1 \$20,000–\$25,000

Net profit by month (base)

MONTH 1 \$200	MONTH 2 \$500	MONTH 3 \$800
MONTH 4 \$1k	MONTH 5 \$1.2k	MONTH 6 \$1.2k

Assumptions

- Subscription price / month: \$59
- Variable cost per customer / month: \$6
- Fixed costs / month: \$120

Local competitors

10-25 nearby (mostly regional agencies) similar businesses nearby (estimate)

There are big marketing agencies that charge a lot, but very few people walking into shops to offer a cheap, simple service. You will win by being local, affordable, and standing right in front of them.

Regional Marketing Agencies (Sarasota/Fort Myers)

[Competitor snapshot](#)

Strengths: Professional websites, offer advanced SEO and website building.

Weaknesses: They charge \$1,000+ a month and never visit the auto shop in person.

Local Freelance Web Designers

[Competitor snapshot](#)

Strengths: Very good at making things look pretty and technical setups.

Weaknesses: They want to sell a \$3,000 website rebuild, not a simple \$150/month Google update service.

The Shop Owner's Family Member

[Competitor snapshot](#)

Strengths: Free or very cheap for the owner.

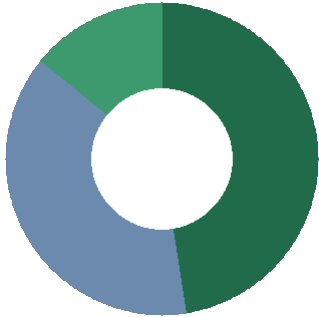
Weaknesses: They forget to do it, get bored after a week, and often do not know how to write professional replies to angry reviews.

Who it fits

Great if you are friendly, organized, and like taking photos on your phone. Skip this if you hate walking into local businesses to say hello to strangers.

Startup budget

\$50–\$150 (mostly gas and simple flyers)



■ **Gas money to drive around North Port** — \$50 (47.6%)

■ **Printed flyers from Staples** — \$40 (38.1%)

■ **Box of donuts for shop visits** — \$15 (14.3%)

First demand check

Open Google Maps. Search 'auto repair North Port FL'. Find 10 shops with no recent posts, bad photos, or unanswered reviews. Call 5 of them. Say: 'Hi, I live nearby. Your Google page is missing some photos and it might be costing you customers. If I come take some photos and update it for free this week, would you take a look?' If 2 say yes, you have real demand.

Local reality check

North Port is growing fast, especially along US-41 (Tamiami Trail) and Toledo Blade Blvd. Drive down these roads and look for independent tire shops, mechanics, and AC repair vans. Check 'North Port FL Community' Facebook groups to see who locals recommend. If a shop is highly recommended on Facebook but looks terrible on Google Maps, they are your perfect first target.

Milestones

- **First free trial accepted** — By day 4
- **First paying client (\$150/mo)** — By day 10

14-day plan

Day 1-2

- Search Google Maps for 'mechanic North Port' and 'auto body North Port'.
- Make a list of 20 shops with poor profiles (takes 2 hours).
- Note exactly what is wrong with each page (e.g., no photos, no hours listed).
- Print a simple one-page flyer using Canva free explaining your \$150/month service (spend \$10 at Staples).

Day 3-4

- Drive to the first 10 shops on your list (takes 3 hours).
- Walk in, smile, and ask for the owner or manager.
- Offer a free trial: 'I will take 5 nice photos of your shop right now and upload them to Google for free.'
- Get their cell phone number so you can text them when the updates are live.

Day 5-7

- Upload the new photos to the Google pages of the 2-3 shops that said yes.
- Write a polite, professional reply to 3 of their old customer reviews.
- Create a simple 'We are open and ready to help!' post on their Google page.
- Text the shop owners a link to their Google page to see the fresh updates.

Day 8-10

- Go back to the shops you helped in person (takes 2 hours).
- Show the owner how good the page looks on your phone.
- Pitch your service: 'I can do this every week, plus answer all reviews, for \$150 a month.'
- Ask for a simple credit card payment or check for the first month.

Day 11-12

- Drive to the next 10 shops on your original list.
- Show them the 'before and after' screenshots of the first shop you just fixed.
- Offer them the same free trial, or pitch the \$150/month service right away.
- Spend 1 hour mapping out shops in nearby Port Charlotte if North Port runs low on options.

Day 13-14

- For your new paying clients, ask them to make your email a 'Manager' on their Google Business Profile.
- Pick one day a week (like Tuesday) to do all their updates (takes 1 hour per client).
- Set a calendar reminder to text them a quick monthly report showing how many people viewed their page.
- Ask your first client if they know any other business owners who need help with Google.

🔧 Tools to use

Google Maps · Smartphone camera · Canva (free version) · Text messaging

🎯 Week-one goal

Find 3 auto shops willing to let you update their Google page for free.

⚠️ Watch-outs

- Shop owners are too busy to talk. What to do: Go early in the morning (8 AM) before it gets crazy, and bring a box of donuts.