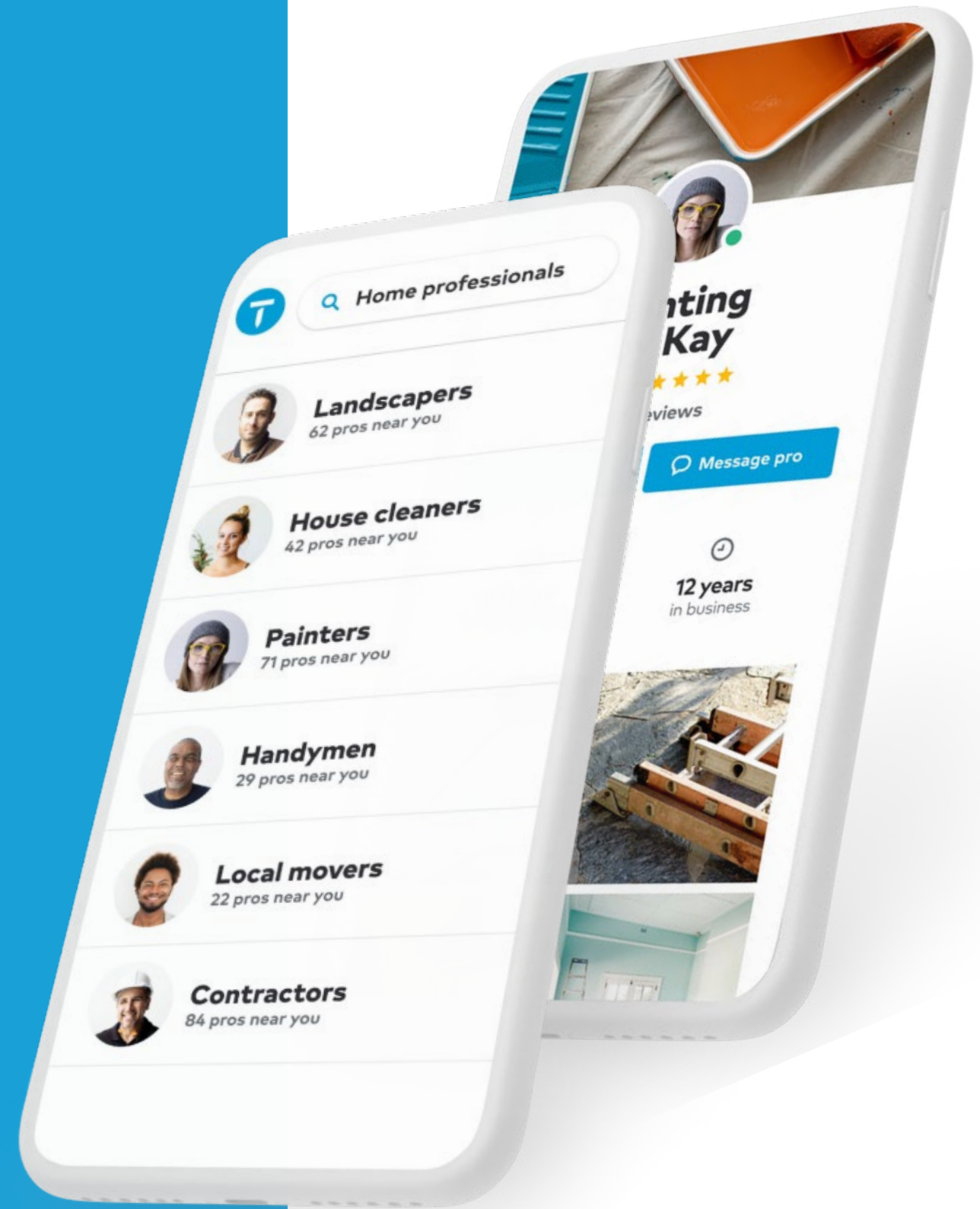




Your success guide.

Look no further. We've gathered everything you need for a strong start on Thumbtack.



We're so glad you're here.

And we want to help you succeed on Thumbtack. After all, we succeed when you succeed. This guide is designed to help you get your next job, and the next, and the next. That means:

Part 1: How Thumbtack works

[Start >](#)

Part 2: What customers look for

[Start >](#)

Part 3: Setting your targeting preferences

[Start >](#)

Part 4: Paying, pricing and budgeting

[Start >](#)





PART I

How Thumbtack works

First, let's explain your credit pack.

You bought a credit pack, which will pay for your first leads. To start getting those leads, you need to complete two important steps.

① **Turn on targeting**

This helps us match you with customers who are searching for the kinds of work you do.

② **Add at least one review to your profile**

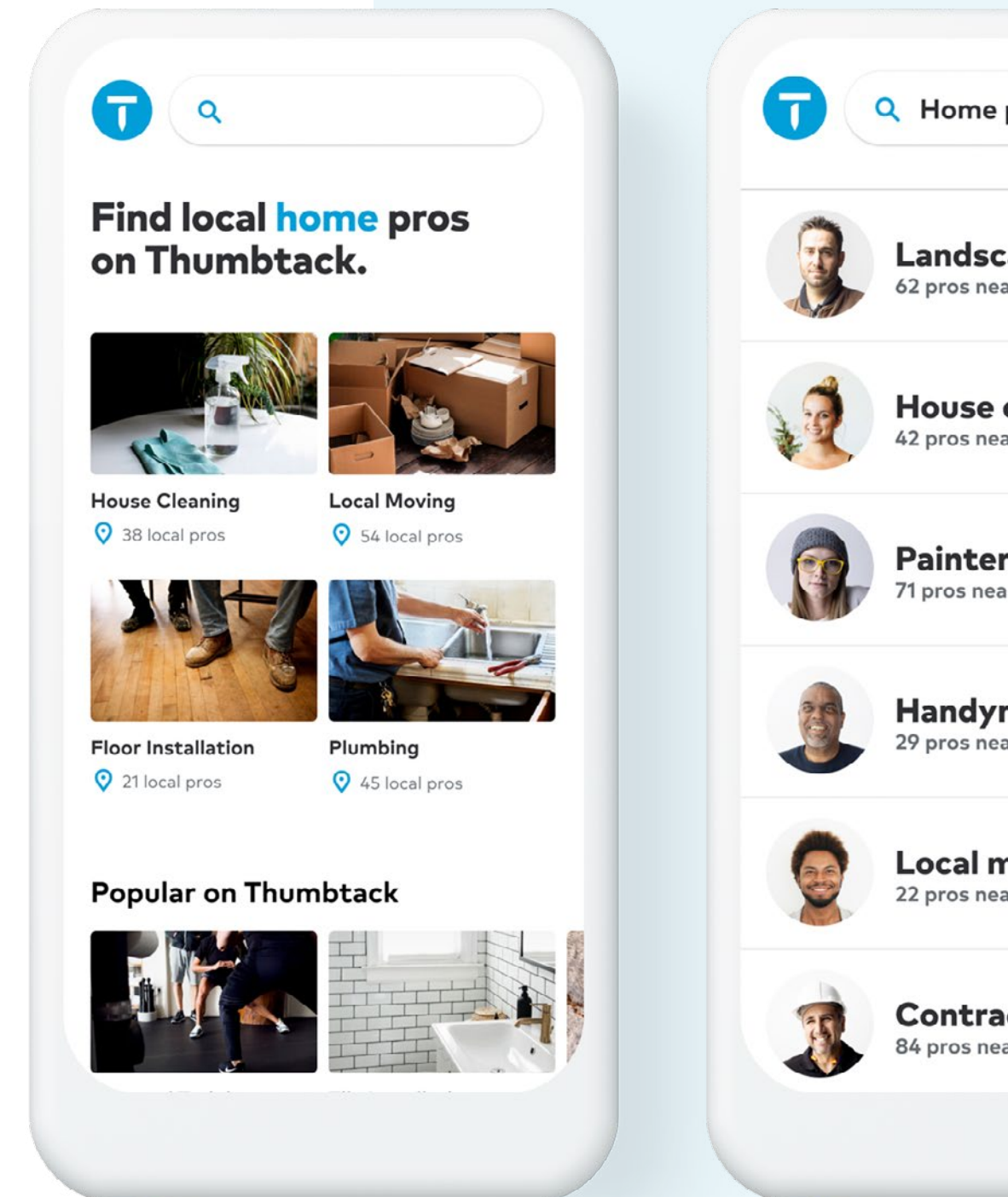
We know that without at least one review, you'll never be picked out of the list. More reviews will help you rank higher.

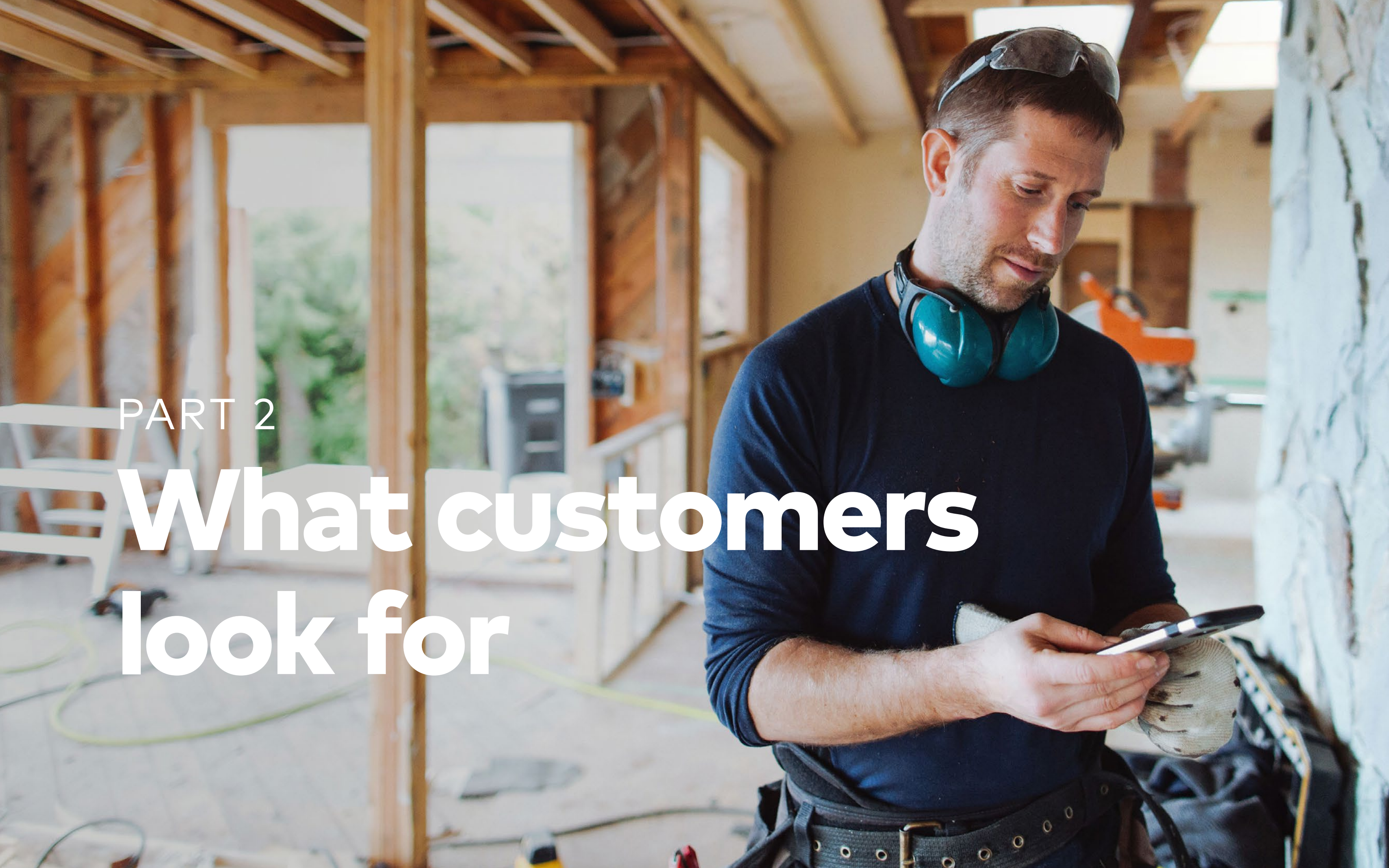
🏆 Once you've completed those steps, you can start getting contacted.

This is how Thumbtack works.

When a customer needs a job done, they come to Thumbtack and start searching. They see search results in real-time with pro profiles, reviews, ratings and more. If your profile catches a customer's eye, they contact you.

This contact is called a lead, and it's your moment to respond — and win the job. Learn more about [how Thumbtack works](#).



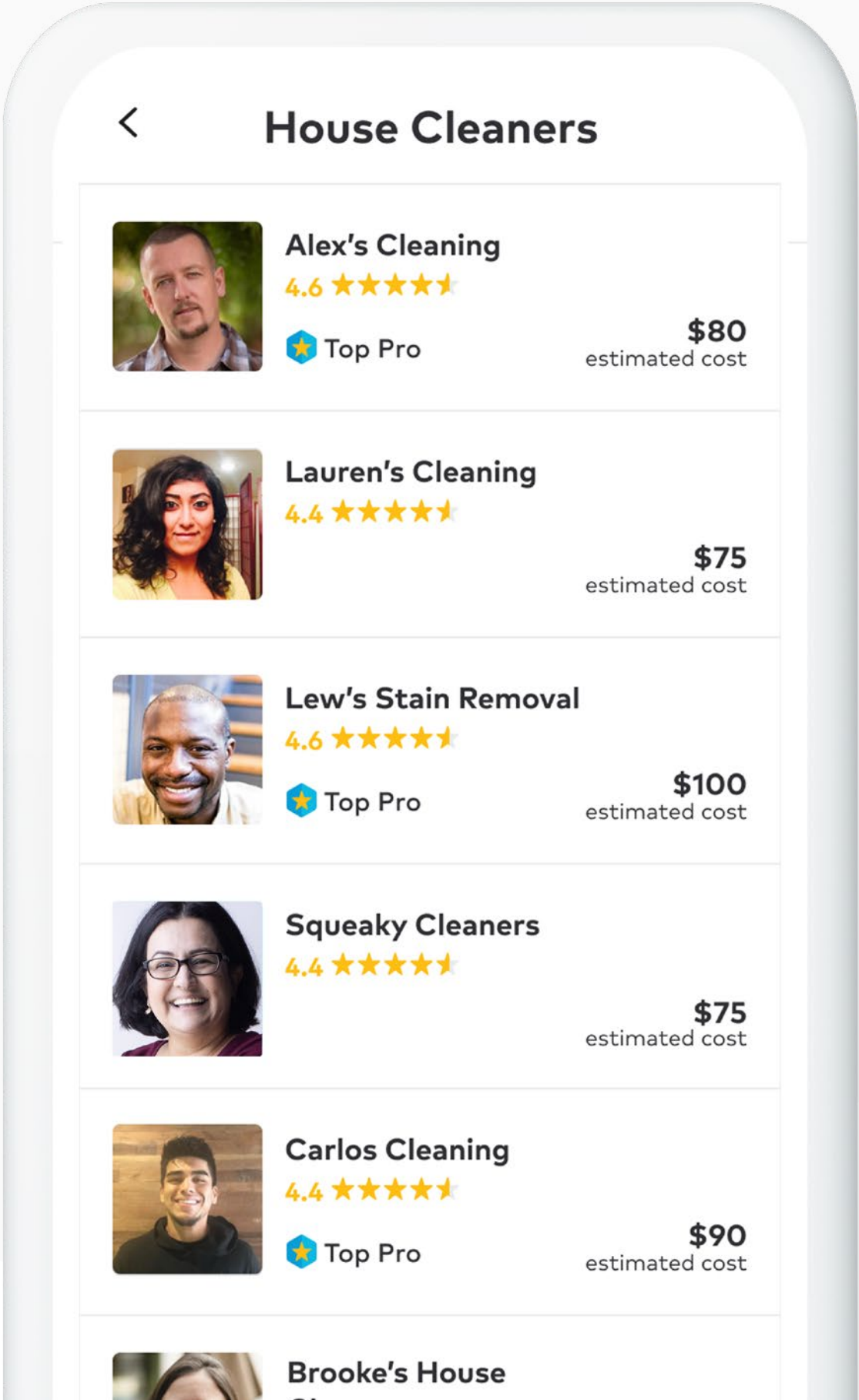


PART 2

What customers look for

This is what customers see.

When you set your targeting preferences, we can match you with the right customers. When you show up in their search results, it looks like this.



This is what customers look for.

Customers choose pros based on their profiles, so you want to make sure yours stands out from the crowd.



Santa Rosa Cleaners

 Top Pro

4.6



46 reviews

 2 years in business

 61 Hires on Thumbtack

View Profile

Reviews.

They're the #1 thing customers look for. You can include previous reviews.

Profile picture.

A simple headshot or your company logo works best.

Introduction.

Share why you love doing the work you do.

Photos.

Show off past projects and let customers know that you're a master of your trade.

Badges.

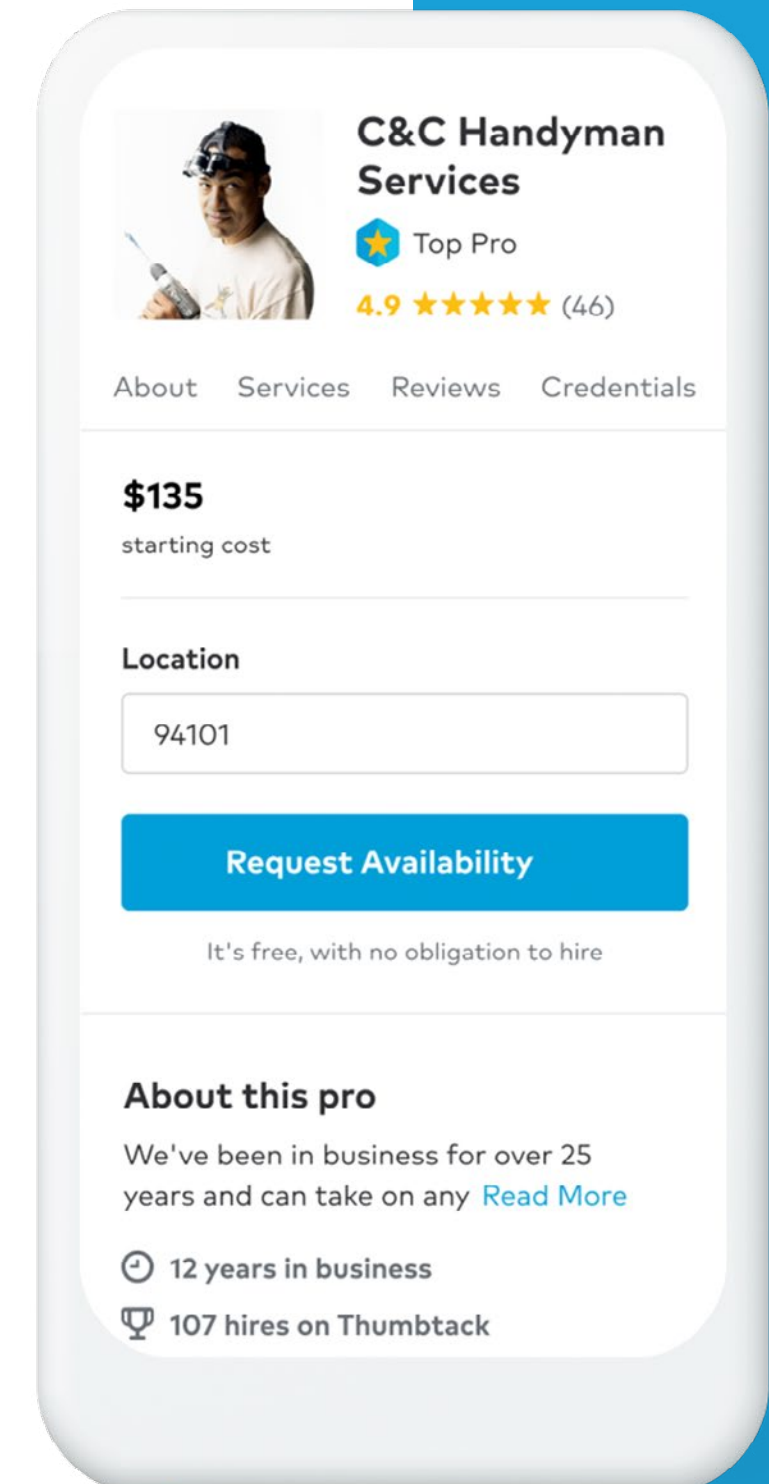
Including a background check can help build trust with potential customers.

Pricing.

If it's available for your service, let customers know what price to expect.

TIP: From your profile picture to your photos and introduction, it helps a lot to appear professional and crisp.

Learn more about [building a great profile](#).





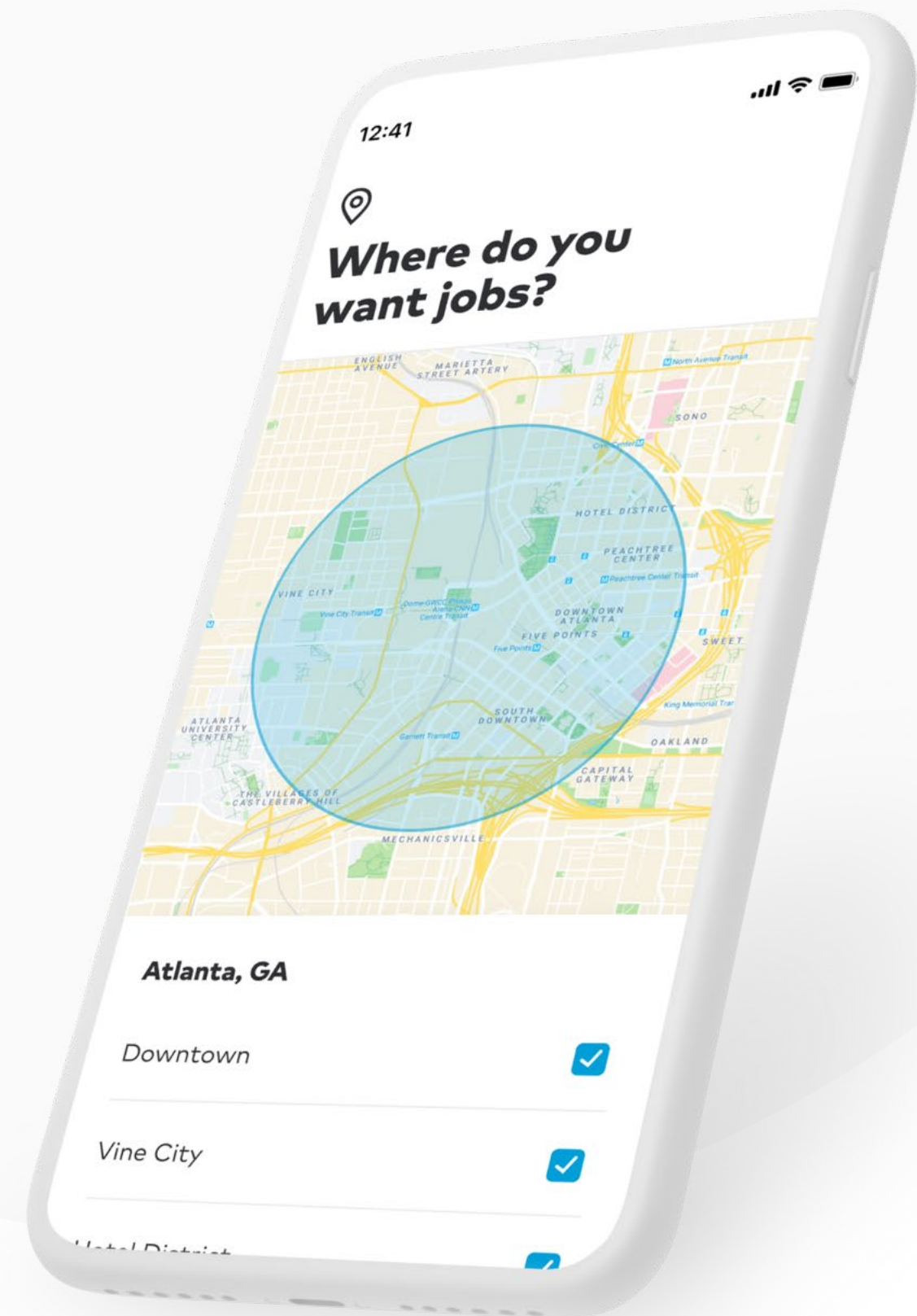
PART 3

Setting your targeting preferences

This is how targeting works.

When you set your targeting preferences in the Services tab, you tell us what kind of jobs you want, and when and where. The more closely your targeting preferences match a customer's job, the more likely they'll see you in search results. If that customer contacts you, you pay automatically for the lead.

Learn more about [how targeting works](#).



These are the preferences you can set.

Where

You can work where you want to. Don't want to work downtown? No problem. Set your home base and how far you want to travel.

When

You can choose your own hours. Tell us when you want to work — by the day, by the hour. You'll get leads for jobs that match those times.

What

You can get really specific about the jobs you always want (and the jobs you don't want). We'll ask you detailed questions for each service.

Learn more about [setting your targeting preferences](#). Or watch a [2-minute video](#) to get started.



PART 4

Paying, pricing and budgeting

This is how payments work.

If a job is an exact match for your targeting preferences, and the customer contacts you, you pay automatically for the lead.

When you auto-pay, you have control over your targeting preferences and you can always change them.

Learn more about [paying for leads](#).



Confirmation

Targeting is turned on.

You are now targeting customers that fit your travel range and job preferences. If you get a lead that matches your preferences, we'll process payment automatically.

Weekly budget

\$500

Estimated contacts per week

3 to 14

Locations

77584, 77581

Days of the week



This is our Thumbtack Quality Commitment.

All leads and bookings you get on Thumbtack come with these guarantees to help you get hired.

Phone number guarantee

Customers that contact you will always provide a phone number so that you can get in touch.

Limited competition

We limit the number of pros that customers can contact from search results within the first few hours of starting their project.

This is how pricing works.

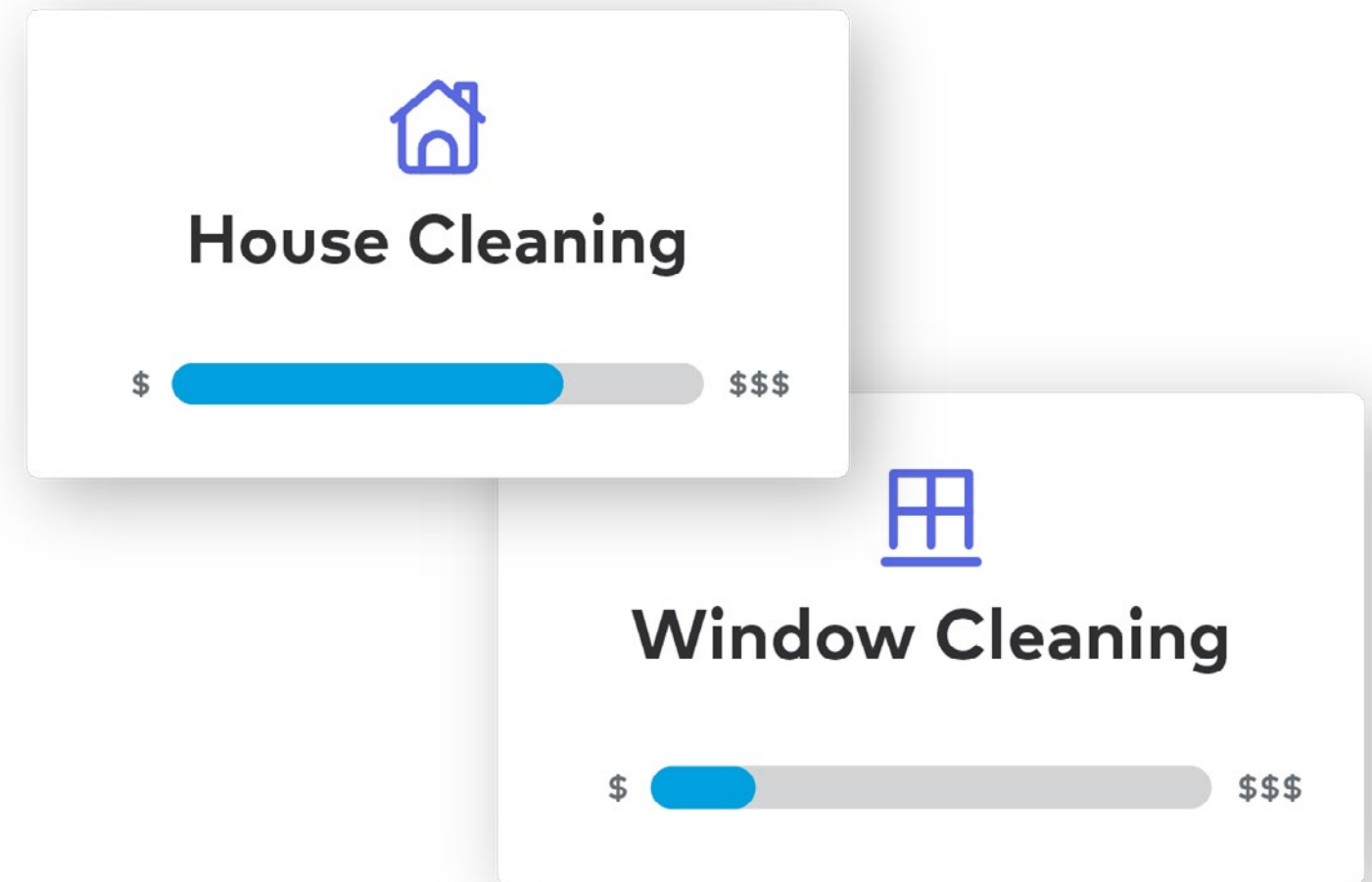
How much a lead costs depends on a few different things: the type and size of job, how many pros are available and how serious the customer is. We're always working to make sure leads match the value you get from them.

You can get an idea of how much leads will cost in your services by checking your targeting prices page. Learn more about [how pricing works](#). Or watch [a 2-minute video](#) about how to set your weekly spend limit.

This is how max lead prices work.

You choose how much you pay by setting your max lead price. With max lead prices, you'll:

- Customize your max price for every service you offer. Set higher max prices for the leads that are most important to you – you'll get more of those lead types.
- Control your spending. Based on your max price, we'll recommend a [budget](#). Or, you can set your own.



Choose your maximum price per lead. If a lead costs more than your max lead price, you won't receive that lead. Along with maintaining a winning profile and fast response time, setting higher max lead prices increases your chances of receiving leads. Learn more about [setting your max lead prices](#). Or watch a [2-minute video](#) about how to set your max lead price.

This is how your credit pack works.

You purchased a credit pack, and those credits will pay for your first leads. You'll still set a weekly spend limit to control how many credits are used. After the credit pack is used up, leads will be charged to the credit card on your account.

Learn more about [spending on Thumbtack](#).

This is your checklist.

If you can check every box, you're off to a strong start on Thumbtack.

- ☐ Learn how Thumbtack works
- ☐ Set targeting preferences
- ☐ Get 5-10 reviews
- ☐ Add a profile picture
- ☐ Add pricing if available
- ☐ Take a background check
- ☐ Write a compelling introduction
- ☐ Add 5-10 photos of your past work
- ☐ Add any applicable professional licenses
- ☐ Fill out FAQs

Need help? We've got you.
help.thumbtack.com