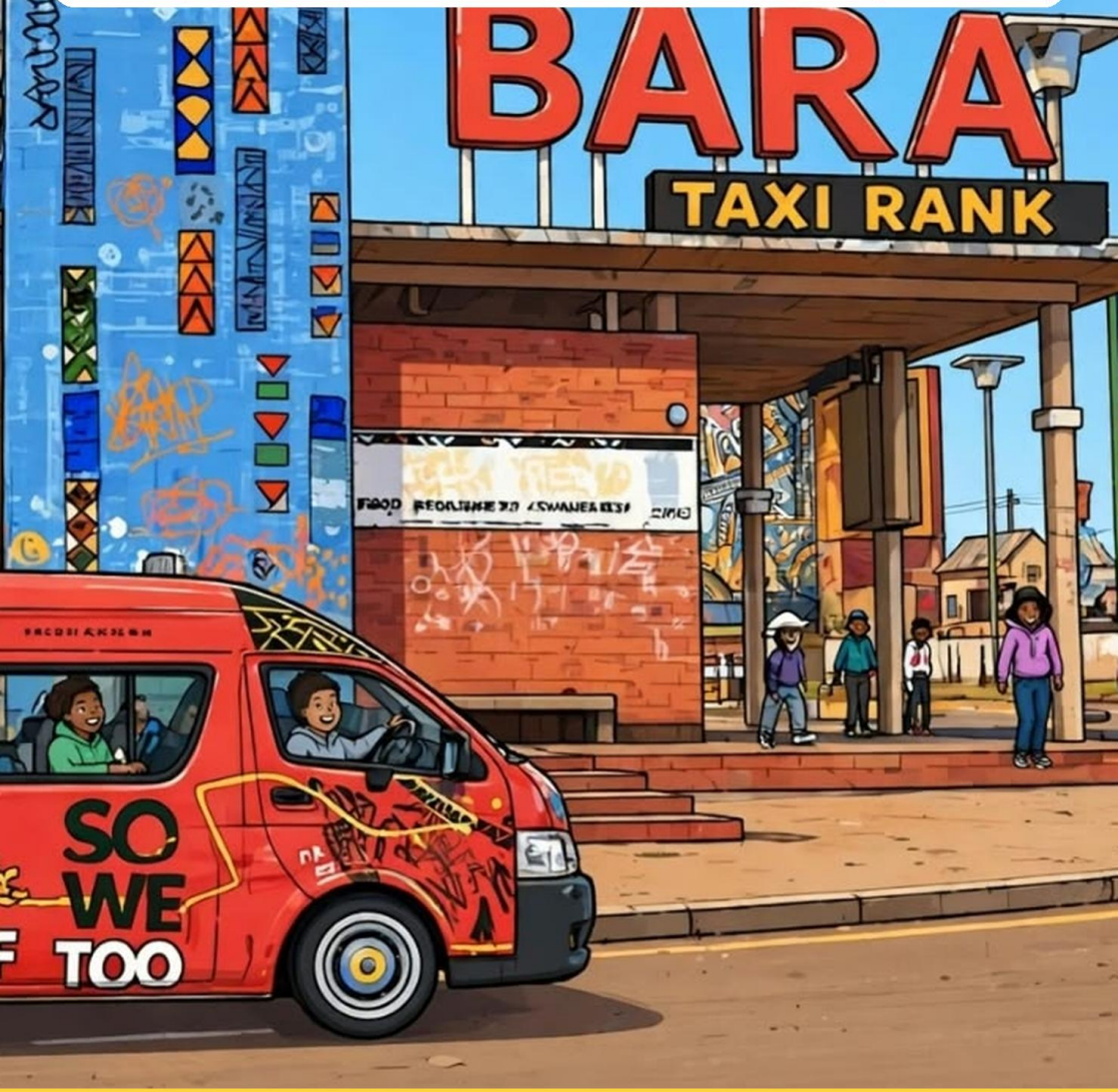
Get Found
Get Customers

A plain-words book for kasi businesses about being seen



By Mendi Taukwena

Soweto Business Directory | Free download

CHAPTER 1

They are looking for you right now



He was standing right there. The phone could not smell the chicken.

Mama Dineo runs a braai stand in Protea Glen. Smoke in the air, chicken on the grill, a queue at lunch. One afternoon a young man stops at the corner, new in the area, visiting his cousin. He takes out his phone and types: *braai near me*.

The phone shows him a place four kilometres away. He flags a taxi and goes. Mama Dineo's stand was fifty metres behind him. The phone never smelled the chicken. The phone only knows what it has been told.

He was not being silly. This is how people find things now. When someone moves to a new street, or their usual spot is closed, they ask the phone. *Salon near me. Electrician in Protea Glen. Cakes in Soweto.*

If your business is not on that phone, you are invisible at the exact moment somebody is ready to spend money.

Be honest: have you ever searched "near me" and just gone to the first place the phone showed? Us too. Your customers do the same.

The good news

Getting found is **free**. Google, WhatsApp, Facebook and the Soweto Business Directory all have free tools. You do not need a website. You do not need a computer. The phone in your hand is enough.

Our first book, *Put Your Business on the Map*, showed you why your customers are on their phones and gave you the first quick wins. This book is the deep-dive. It takes you through one tool at a time, in plain words, step by step, until your business is properly set up on Google, on WhatsApp, on Facebook and on the SBD. By the last page, customers can find you everywhere they look.

Mama Dineo is an example character. Names in this book are made up to show the ideas.

SHO'T LEFT, DO THIS TODAY

- Google your own business name right now. What comes up?
- Search what you sell, plus "near me". Who does the phone show?
- Ask your next three customers how they found you. Write it down.

CHAPTER 2

Your free signboard on the internet



This signboard never sleeps, never fades and the wind cannot take it.

Bra Vusi fixes cars from a small workshop. Years ago he painted a signboard. The sun faded it, the wind finished it, and he never painted another one. "People know me," he says.

Then his nephew searched the workshop's name on Google Maps. A grey, half-empty page came up. Wrong hours. And a phone number Bra Vusi had not used in years.

"That number!" he laughed. "That was my cousin's SIM. He lost that phone in 2019." All that time, customers were calling a phone at the bottom of a couch somewhere.

Be honest: is the number on your shop door, your page or your profile still the right one? Check it. We will wait.

What a Google Business Profile is

It is a free page about your business that Google shows on Search and Maps. Your name, what you do, your hours, photos, reviews and a call button, all in one place. It comes from Google itself and it costs nothing.

Why it matters

When someone searches "mechanic near me", Google shows a map with a few businesses. Those businesses are not paying to be there. They filled in this free page, and Google says businesses with complete, verified pages are more likely to show up.

What you need before you start

A Google account (free, works with any email). Your business name as people know it. Your address, or the areas you serve. Your correct phone number. About 30 minutes. And download apps on Wi-Fi where you can, so you save your data.

Bra Vusi is an example character.

SHO'T LEFT, DO THIS TODAY

- Search your business name and township on Google. If a grey page with wrong details comes up, that page is yours to claim.
- Write your correct name, address, hours and phone number on one notebook page. This is your master copy.
- No Google account? Make a free one at accounts.google.com.

CHAPTER 3

Put your business on Google, step by step



Tick by tick. The goat was very supportive.

Do this on Wi-Fi if you can, when the shop is quiet. Half an hour. Here are the steps, checked on Google's own help pages in October 2026. Screens change now and then, so if a button looks different, look for the nearest words.

The steps

1. **Go to business.google.com/add** and sign in with your Google account. You can also open Google Maps and search your business name.
2. **Find or add your business.** Type your name exactly as customers know it. If a grey page already exists for you, choose it and claim it. If not, add your business.
3. **Choose your category.** The main thing you do: hair salon, car repair, bakery. This one choice decides which searches find you, so pick carefully.

4. **Add where you are.** If customers come to you, add your address. If you go to them, like a plumber or a cleaner, you can list the areas you serve instead.
5. **Add your phone number and hours.** Check the number twice. Remember Bra Vusi's cousin.
6. **Verify.** Google must check the business is really yours. It will offer you ways to prove it: a code by SMS or phone call, an email, a short video of your shop, or a postcard to your address, which can take up to 14 days. Google chooses which ways it offers you. You cannot pick.
7. **Wait for the review.** This can take up to 5 working days. Then you get the email: verified. Your page is yours.

Two warnings

It is all free. If anyone asks for money to put you on Google, walk away. And Google will never phone you to ask for your verification code. Do not share it with anyone. A postcard code expires after 30 days, so enter it when it arrives.

Be honest: half-done is worse than not started. If you start tonight, finish the verify step this week.

Bra Vusi is an example character. Steps checked October 2026.

SHO'T LEFT, DO THIS TODAY

- Start at business.google.com/add tonight, on Wi-Fi.
- If a postcard comes, enter the code before it expires.
- Tick each step in your notebook as you finish it.

CHAPTER 4

Fill it in properly, so Google shows you



Same street. Same prices. One of them filled in the form.

Two snack stalls, same street, same prices. Sis Palesa's page has photos, hours, her menu and reviews. The other stall's page has a name and nothing else. Guess which one the phone shows to hungry people.

Google says, in its own words, that complete and correct information helps customers find you. Here is how it chooses who to show.

How Google chooses

Relevance. Does your page match what the person searched? The more complete your page, the better Google can match you.

Distance. How far you are from the person searching. You cannot change this one.

Prominence. How well-known you are. More reviews, more photos and other sites mentioning you all help. And no, you cannot pay for a better spot. Google says so itself.

Your fill-it-in checklist

Category: the right main one. **Hours:** including public holidays, and update them when they change. **Photos:** your shop, your work, your products. Book 1 in this series shows you how to take good phone photos. **Products and services:** list them with prices if you can. **Reviews:** ask and answer, that is Chapter 9.

Be honest: a profile with no photos is like a stall with the door closed. Open the door.

Sis Palesa is an example character.

SHO'T LEFT, DO THIS TODAY

- Add five photos today: outside, inside, your work, your products, you.
- Set this week's hours, including Sunday.
- Add your three main products or services with prices.

CHAPTER 5

WhatsApp Business: the free shop window in their pocket



Her kitchen closed at six. The phone kept selling.

Sis Palesa bakes cakes from her home. Her customers all message her on WhatsApp, at all hours. "How much is the vanilla cake?" At 7 in the morning. "How much is the vanilla cake?" at 11 at night. She typed the same answer forty times a week.

Then she moved her business chats to the WhatsApp Business app. It is free, it is a separate app, and it can run on the same phone. Her normal WhatsApp stays for family and the stokvel group.

What you get, free

A business profile. Your photo or logo, what you do, your hours, your address or area and a link. Customers see a proper business, not just a number.

A greeting message. New customers get an automatic welcome, even while you are busy.

An away message. After hours, the phone tells people when you will be back. Her kitchen closes at six. The phone keeps selling.

A catalogue, quick replies and labels. So useful they get their own chapter. Keep reading.

And a short link and QR code that people can tap or scan to message you straight away.

Be honest: answering "how much" for the fortieth time at 11pm? There is a tool for that. It is on the next page.

Sis Palesa is an example character. Keep business chats in the Business app and home chats in normal WhatsApp. Same rule as the two tins in Book 2.

SHO'T LEFT, DO THIS TODAY

- Download WhatsApp Business on Wi-Fi and set it up.
- Fill in your profile: photo, what you do, hours, area.
- Write your greeting message tonight.

CHAPTER 6

Catalogue, quick replies and labels



The parrot only knows one price. The phone knows all of them.

Three small tools inside WhatsApp Business do the work of a shop assistant who never sleeps.

Catalogue: your shelves on the phone

Your products or services, with photos and prices, inside WhatsApp. Customers browse without asking you a thing. To add an item: Business tools, then Catalogue, then Add new item. Add photos (up to 10), the name, the price and a short description. Sis Palesa's whole cake menu lives there now. "How much is the vanilla cake?" She sends the catalogue link. Done.

Quick replies: answers you saved

For the questions everyone asks: price, where you are, hours, deposit. Save each answer once as a quick reply. Next time, type / and tap the saved answer. Forty answers become four taps.

Labels: tins in the kitchen

Mark each chat with a coloured label: New customer. Ordered. Paid. Deliver. Now you can find anyone in two seconds, and nobody's order falls behind the couch like the cousin's phone.

Broadcast lists: your special, in one send

Send one message about new stock or a special to many customers at once. Only people who have saved your number will get it, so ask customers to save you.

Be honest: your memory is good. Labels are better. Mark the chat before you forget.

Sis Palesa is an example character. Menu names checked on WhatsApp's own help pages in October 2026.

SHO'T LEFT, DO THIS TODAY

- Add your three best sellers to your catalogue.
- Save one quick reply for "How much?"
- Label today's chats before you sleep.

CHAPTER 7

Your free Facebook Page



The fence got more likes than the wall ever did.

Bra Katlego cuts hair. His chair is full on Saturdays, quiet on Tuesdays. His customers all live on Facebook: that is where the neighbourhood already talks, argues, laughs and buys.

A Facebook Page is your business's home there. Free. It is separate from your personal profile, and nothing from your personal side shows on it.

Set it up

You need your own Facebook account first. Then go to facebook.com/pages/create and follow the steps: your business name, your category and a short line about what you do. Add a profile photo and a cover photo of your work.

Then the important one: add a WhatsApp button, so people can message you straight from the Page. A page that lets people reach you in one tap is a working page.

Keep it alive

Post once a week. A photo of a fresh haircut. This week's special. Your hours before a holiday. Small things. It shows the shop is open and alive, and every post is one more chance to be shared into a community group.

Be honest: a Page that last posted in 2023 looks closed. One post a week keeps the lights on.

Bra Katlego is an example character.

SHO'T LEFT, DO THIS TODAY

- Create your Page tonight at facebook.com/pages/create.
- Add the WhatsApp button.
- Post one photo of your work this week.

CHAPTER 8

Your free SBD listing



Her pot found its slot.

Mama Lindi cooks for functions. One WhatsApp message put her on the Soweto Business Directory, and now people browsing for catering find her.

The Soweto Business Directory (SBD) is a free online list of local businesses, made in Soweto for Soweto. Listing costs nothing. It is one more place where customers, and Google, can see your name and what you do.

How to get listed

Send one WhatsApp message: "Hi SBD, please list my business", with your business name, category, neighbourhood, number, and what you do. You check a preview card first; nothing goes live until you say so.

Be honest: five short lines, one message. The wind cannot blow it over.

Mama Lindi is an example character. Listing on the SBD is free.

SHO'T LEFT, DO THIS TODAY

- Send the message today: Hi SBD, please list my business.
- Check your preview card carefully: name, number, neighbourhood.
- Tell one other owner on your street about it.

CHAPTER 9

Reviews: ask, answer, grow



He could not stop the rain. He brought an umbrella.

Ntate Bafana is an electrician. Good work, fair prices. Then one bad review appeared, from a customer who had misunderstood the quote. He wanted to fight in the comments. His daughter stopped him.

Together they wrote a calm reply: sorry for the confusion, here is what the quote covered, call me and I will make it right. The customer called. The job got fixed. The review got updated. And a hundred strangers read the reply and saw a man who stands by his work.

Why reviews matter

Reviews are the new word of mouth. Google says more reviews and good ratings help your business show up in local searches. People also read how you answer, not only what the stars say.

Ask, answer, grow

Ask. Happy customer, straight after the job: "Please leave me a quick review on Google." Most people will, if you ask. Answer everyone. Thank the good ones by name. For the bad ones: stay calm, say sorry for the trouble, fix what you can, and move the details to a call or WhatsApp. Never buy fake reviews, and never fight in the comments.

Be honest: the answer you write to a bad review is not for the person who wrote it. It is for the next hundred people reading.

Ntate Bafana is an example character.

SHO'T LEFT, DO THIS TODAY

- Ask two happy customers for a review this week.
- Answer your newest review tonight, even just to say thank you.
- Save one calm reply as a WhatsApp quick reply, ready for the rainy day.

CHAPTER 10

Your 7-day get-found plan



Seven ticks. Then tea.

Everything in this book, one small job a day. Copy this page into your notebook and tick loud.

The plan

Day 1. Google your business name. Write your correct name, address, hours and number on one notebook page.

Day 2. Start your Google Business Profile at business.google.com/add. Start the verification.

Day 3. Add photos, hours and your products or services to your profile.

Day 4. Set up WhatsApp Business: profile, greeting and away messages.

Day 5. Add your catalogue, one quick reply and your labels.

Day 6. Create your Facebook Page and add the WhatsApp button.

Day 7. Send your SBD listing message, and ask two happy customers for a review.

Then: ten minutes a week

One new photo. One post. Answer every new review. Check your hours before holidays. Ten minutes, with your tea, and the phone keeps finding you customers while you work.

Book 1 taught you marketing. Book 2 taught you the money. This book got you found. The kasi is full of good businesses nobody could find. Yours is not one of them anymore.

Be honest: Day 1 is today. Go on.

All characters in this book are examples. Steps and prices were checked in October 2026; screens change, so follow the nearest words. This book is general information, not professional advice.

SHO'T LEFT, DO THIS TODAY

- Copy the 7-day plan into your notebook.
- Do Day 1 right now: it takes five minutes.
- Give this book to the shop next door when you are done.

Haven't read the other books yet?

Put Your Business on the Map and Money in the Shop, Money in Your Pocket are free. Scan the code. More books in this series are on the way, all in plain words, all free.

Free books and tools

Soweto Business Directory

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