

The Starving-Crowd Test for Your ZIP Codes

Run your own service area through it. All three have to be true — two out of three is a hobby with a machine.

Pain: what does a dirty exterior actually cost your homeowner — a showing, an HOA letter, a comment from a neighbour? Write the worst one.

Purchasing power: name three subdivisions near you with wide driveways, two-storey elevations and newer cars in them.

Targetability: where do those people already gather — the ZIP, the Facebook group, the HOA newsletter, a property manager's list?

Score each leg from 1 to 5. Write the leg that scored lowest and exactly what you are going to do about it.

Your Homeowner Avatar

One person, not a demographic. Picture the last homeowner who asked you a question about a stain and write about them.

What do they fear most about hiring this out? Use the words they would actually say out loud.

What do they type into a search bar at the moment they finally decide to call somebody?

What have they already tried themselves, and how did that go?

Who else in the household gets a vote, and what does that person care about?

What would make them tell a neighbour about you without being asked?

Personal Runway Worksheet

Every dollar that leaves your house whether or not you work this month. Fill this in before you spend a dollar on equipment.

[illegible]

Demand by Month — Pressure Washing

The index is national search demand for this trade, detrended so growth does not masquerade as season. Pencil in your own.

MONTH	DEMAND INDEX	JOBS YOU EXPECT	REVENUE YOU EXPECT	WHAT YOU WILL DO IN THE SLOW MONTHS
Jan	0.71			
Feb	0.84			
Mar	1.04			
Apr	1.24			
May	1.29			
Jun	1.33			
Jul	1.17			
Aug	1.07			
Sep	1.01			
Oct	0.88			
Nov	0.75			
Dec	0.69			
Year				

Demand index: 1.00 = an average month for this trade nationally (source in Resources). Your ZIP will differ — pencil your own index in the slow and busy months.

Dream Outcome Builder

Result, timeframe, feeling — written the way your homeowner would say it, not the way you would write it on an invoice.

The result they actually want, in their words. Not clean — what does clean get them?

The deadline behind it. A party, a listing, a visit, a season. What is the date they are really working toward?

How they want to feel when it is finished, and what they are afraid of feeling instead.

Write it as one sentence: this result, by this date, without this worry.

Obstacle → Solution Map

Fifteen things that stop a homeowner from saying yes, sorted by category, each one reversed into something you do.

#	WHAT STOPS THE HOMEOWNER	CATEGORY	HOW YOUR OFFER REMOVES IT
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Your Value Stack

Score each component on value to them and cost to you. Keep, promote to bonus, or cut. Aim to land on six to eight strong ones.

COMPONENT	PROBLEM IT SOLVES	VALUE TO THEM	COST TO YOU	KEEP / BONUS / CUT

Guarantee and Offer Name

Small, specific and survivable beats big and vague. Run the worst case before you print it on anything.

Write your guarantee in one sentence: what triggers it, what you do, and by when.

If one job in ten used it this month, what would it cost you in time, fuel and product?

What are you deliberately not promising, and how will you say that out loud on the estimate?

Three candidate names for the offer. Circle the one your customer could repeat to a spouse.

Why You and Not the Cousin

One row per thing you do that a man with a machine and no business cannot copy. If a row costs real money, star it.

WHAT YOU DO	THE FEAR IT REMOVES	WHAT IT COSTS YOU	CAN HE COPY IT?

Service Area and Jobs You Will Not Do

Draw the circle, then write the list nobody writes. Both decisions save more money than any marketing you will buy.

Your core radius and the ZIP codes inside it. Which one has the most of your ideal customer?

Your trip-charge rule outside that radius, and the condition under which you will break it.

The customer you actually want, in one paragraph. House, street, situation, season.

The jobs you will not take. Write at least five and mean all of them.

Drive-Time and Route Math

Door-to-door, not job time. Divide the job price by total hours away from the house — that is what you actually earn.

JOB	DRIVE OUT + BACK	HOURS ON SITE	TOTAL HOURS	PRICE	REVENUE PER HOUR

Ten-Competitor Scan

The first ten results in your main ZIP. The gap you can own is usually sitting in their one-star reviews.

COMPANY	GOOGLE RATING	REVIEWS	PRICE SIGNAL	THEIR PROMISE	GAP YOU CAN OWN

Your One-Liner and Positioning Statement

Problem, plan, success. The homeowner is the hero of the sentence and you are the guide with a method.

The problem, in the words a homeowner would use standing in their own driveway.

Your plan in three plain steps, no trade vocabulary allowed.

What life looks like afterward. One picture, not a list of adjectives.

Now write it as one sentence. Then write two more versions and test all three out loud.

Entity, EIN and Bank Setup

In order, top to bottom. Date each line as you finish it so you can see how fast this actually goes.

☐ Chose an entity type and confirmed the tax treatment with an accountant	DATE _____
☐ Registered the entity with the Secretary of State and have the filing confirmation saved	DATE _____
☐ Obtained the EIN from the IRS website (free — never paid a third party for it)	DATE _____
☐ Opened a business checking account in the entity name	DATE _____
☐ Opened a business card used only for fuel, chemical, tools and marketing	DATE _____
☐ Checked the city and county for a local business licence or occupational tax	DATE _____
☐ Asked the accountant whether cleaning services are taxable in this state	DATE _____
☐ Registered the business name or trade name if it differs from the entity name	DATE _____
☐ Set up bookkeeping software or a shared ledger before the first invoice, not after	DATE _____
☐ Saved every registration document to one folder on the phone and one in the cloud	DATE _____

License Requirements by State — Pressure Washing

Find your state, then confirm on the board's own website before you spend a dollar. Rules change and forums are wrong.

STATE	LICENSE REQUIRED?	LICENSE	BOARD	FEE	EXAM
Kentucky	No statewide	—	Check city / county	—	No
Texas	No statewide	—	Check city / county	—	No
California	Yes	D-38 Sand and Water Blasting (C-61 Limited Specialty Contractor)	Contractors State License Board (CSLB)	\$200–\$350	Yes
Florida	No statewide	—	Check city / county	—	No
New York	No statewide	—	Check city / county	—	No
Pennsylvania	No statewide	—	Check city / county	—	No
Illinois	No statewide	—	Check city / county	—	No
Ohio	No statewide	—	Check city / county	—	No
Georgia	No statewide	—	Check city / county	—	No
North Carolina	No statewide	—	Check city / county	—	No
Michigan	No statewide	—	Check city / county	—	No

Rules change — confirm with the board before you spend a dollar.

Insurance Lines and Annual Cost Ranges

What each line actually covers and roughly what it costs. Ask every agent about care, custody and control by name.

COVERAGE	TYPICAL ANNUAL COST	WHAT IT COVERS	YOUR QUOTE
General liability	\$684–\$3,540	Damage or injury you cause to others	
Workers comp	3.5–9.5 per \$100 payroll	Your crew, hurt on the job	
Commercial auto	\$1,376–\$4,478	The truck and what it hits	
Bond	\$25,000–\$25,000	Not universally required for pressure washing; only mandated where a state requires contractor licensing for the trade. California's CSLB requires a flat \$25,000 contractor bond for all licensees, including D-38 Sand and Water Blasting. Most other states impose no state-level bond on pressure washing businesses. Annual premium is typically 0.5-5% of the bond amount depending on credit.	
Tools & equipment		Theft from the truck or site	
Umbrella		Above the GL limit	

Insurance Quote Log

Three carriers minimum for every line. Same limits on every quote or you are comparing nothing at all.

CARRIER / AGENT	LINE	LIMITS	ANNUAL PREMIUM	DEDUCTIBLE	DECISION

Questions for Your Attorney and Accountant

Take this to a paid appointment. One hour with the list beats a year of guessing at it in the truck.

☐ Which entity and tax election fits my income and my state this year?	DATE _____
☐ What should my customer agreement cover for exterior cleaning, and will you draft it?	DATE _____
☐ How should damage disclaimers for oxidised siding, old mortar and existing stains be handled?	DATE _____
☐ What are my obligations for wash water discharge in this city and county?	DATE _____
☐ Do I need to collect sales tax on cleaning services here, and at what rate?	DATE _____
☐ When does a helper have to be on payroll rather than paid as a contractor?	DATE _____
☐ What records do I need to keep, for how long, and in what form?	DATE _____
☐ How should I handle deposits and cancellations so the money is clearly mine?	DATE _____
☐ What happens to the business and the equipment if something happens to me?	DATE _____
☐ What do you need from me each quarter so nothing is a surprise in April?	DATE _____

Equipment Budget — Pressure Washing

Researched retail ranges. Write your own price beside each one — used, rented or bought — and tick it when it is in the van.

ITEM	LOW	HIGH	DAY ONE?	YOUR PRICE	BOUGHT
4000 PSI 3.5 GPM gas cold-water pressure washer (commercial-grade)	\$899	\$1,199	Yes		
12-16 in. pressure washer surface cleaner attachment	\$26	\$90	Yes		
Pressure washer extension wand/lance kit	\$30	\$118	Yes		
Pressure washer hose + reel (50-65 ft., up to 4000 PSI)	\$106	\$244	Yes		
Downstream chemical/detergent injector kit	\$30	\$62	Yes		
Sodium hypochlorite house/siding soft-wash concentrate (1 gal.)	\$10	\$16	Yes		
Battery-powered 4-gal. backpack/pump sprayer (soft-wash chemical application)	\$110	\$398	Yes		
Safety glasses, gloves and PPE work kit	\$17	\$70	Yes		
32-40 ft. fiberglass/aluminum extension ladder	\$499	\$599	Yes		
Heavy-duty 20x30 ft. tarps (landscaping/plant protection during chemical wash)	\$76	\$165	Yes		
65-100 gal. poly buffer tank with straps/base fittings (prevents pump cavitation on a slow spigot supply)	\$300	\$469	Yes		
9 ft. telescoping gutter-cleaning wand attachment	\$76	\$100	Later		
Commercial hot-water gas pressure washer (grease/gum removal upgrade)	\$4,464	\$5,599	Later		
5.5-8 GPM belt-drive gas pressure washer (production/multi-crew upgrade)	\$1,849	\$6,659	Later		
Essential equipment	\$2,103	\$3,430			

Ranges are retail prices at the time of research (sources in Resources). Used and rental are the day-one shortcuts.

Total Startup Budget

The whole number, including the reserve everybody forgets. Fill the last column with your own figures, not the printed ones.

LINE	LOW	HIGH	YOUR NUMBER
Essential equipment (previous page)	\$2,103	\$3,430	
Used cargo van (2018-2019 Ford Transit 250, ~7-8 years old)	\$12,200	\$15,650	
General liability, year one	\$684	\$3,540	
Launch marketing	\$0	\$5,000	
Licenses and permits			
Software and phone, 3 months			
Personal runway (chapter 1)			
Reserve (10% of the total)			
Total startup	\$14,987	\$27,620	

Funding Sources

Ranked by cost and by risk. Cheapest and least dangerous at the top, and be honest about which ones you would actually use.

SOURCE	AMOUNT AVAILABLE	COST (RATE / EQUITY / FAVOUR)	SPEED	USE IT?

Client-Financed Acquisition Plan

How the cash from job one pays for finding job two. Write the actual mechanics, not the intention.

How and when do you collect? Name the method and the exact moment on the job it happens.

Which jobs take a deposit, how much, and what does the deposit pay for?

What does it cost you to find and serve one customer right now, all in?

What does a customer pay you inside their first 30 days? Subtract the line above. Is it positive?

What is your rule if that number goes negative two months in a row?

Typical Jobs and Price Ranges — Pressure Washing

Researched ranges with hours attached. Work out the per-hour column, then write your own price in the last one.

TYPICAL JOB	LOW	HIGH	HOURS	PER HOUR (HIGH ÷ HOURS)	YOUR PRICE
Driveway pressure washing	\$100	\$250	1.5	\$167	
Deck/patio pressure washing	\$100	\$250	1.5	\$167	
House exterior wash (1-2 story home, normal range)	\$213	\$448	3	\$149	
Two-story house exterior wash (larger home)	\$400	\$1,400	5	\$280	
Roof soft wash (algae/moss treatment)	\$450	\$700	3	\$233	
Gutter cleaning/flush	\$50	\$300	1	\$300	
Fence pressure washing	\$150	\$300	2	\$150	
Commercial storefront wash	\$200	\$600	2	\$300	

Crews in this trade bill \$50–\$160 an hour (quoted per sq ft of surface cleaned (typical \$0.10-\$0.50/sq ft) or flat per job). Technicians earn \$18–\$21 an hour.

Good / Better / Best Builder

Three tiers, never five. Best is the anchor and goes first; Better is the one you label recommended.

	GOOD	BETTER	BEST
Name			
What is included			
What is left out			
Price			
Guarantee			
Who buys it			
Anchor shown first?			

Break-Even Hourly Rate

Every fixed cost in a month, divided by the billable hours you honestly expect. Be pessimistic about the hours.

LINE	MONTHLY AMOUNT	NOTES
Your pay		
Insurance		
Vehicle + fuel		
Software + phone		
Tools + repairs		
Marketing		
Other fixed		
TOTAL monthly nut		
Billable hours per month		
Break-even hourly = nut ÷ hours		
Target margin %		
Your rate = break-even ÷ (1 – margin)		

Markup vs Margin Table

Fill a row for each markup you are tempted to use, then read the margin column. It is always lower than it feels.

JOB COST	MARKUP %	PRICE	MARGIN %

Price Raise Ladder

One row per raise. Quote it, count the yeses and nos, and stop when the lost jobs cost more than the raise earns.

DATE	JOB TYPE	OLD PRICE	NEW PRICE	QUOTED	WON	KEEP IT?

Your Attraction Offer

The low-risk first step that puts you on the property with permission. Write the actual thing, not the idea of it.

What is the offer, in one sentence a homeowner would repeat correctly?

What problem does it reveal that they did not know they had?

What does it cost you in time and product, honestly?

What do you say at the end of it to move to the paid offer? Write the words.

Upsell and Downsell Plan

The upsell is the surface next to the one you just cleaned. The downsell changes what they get, never the price.

For each core job, the adjacent surface you will always quote alongside it.

Your same-trip price rule: how much less, and why you can afford it.

Three downsells that remove scope or split the visit instead of cutting the price.

What you say when someone asks for a discount, word for word.

Continuity or Referral Plan

Recurring revenue is real in this trade. One row per play, with the month you offer it and the take-rate you expect.

PLAY	WHAT THEY GET	PRICE / REWARD	WHEN YOU OFFER IT	TARGET TAKE-RATE

Past-Customer Win-Back List

Everyone you have already cleaned for. Growth comes back on a schedule — so should the call.

Job-Start Checklist

Before the engine starts. Every line here exists because somebody skipped it once and paid for it.

☐ Confirmed arrival window by text the night before; cars moved, windows closed	DATE _____
☐ Walked the property with the homeowner and photographed every pre-existing defect	DATE _____
☐ Pointed out oxidised siding, loose mortar, failed seals and stains that may not come out	DATE _____
☐ Located the water source and confirmed flow; buffer tank filled if the spigot is slow	DATE _____
☐ Located the electrical panel, exterior outlets, dryer vents and AC condenser	DATE _____
☐ Confirmed where the runoff goes — storm drain or ground — before any chemical is mixed	DATE _____
☐ Pre-wet all landscaping in the work path and tarped what matters	DATE _____
☐ Set ladders at the correct angle, extended past the edge and tied off or staked	DATE _____
☐ Personal protective gear on: eyes, hands, footwear; no red-tip nozzle in the box	DATE _____
☐ Mix logged: surface, product, dilution and intended dwell time	DATE _____
☐ Pets in, gates confirmed, neighbour's vehicles clear of the spray line	DATE _____
☐ Agreed the finish time and told the homeowner when you will walk them around	DATE _____

Job-Close Checklist

The last twenty minutes decide the review. Do not load the truck before this page is finished.

- | | |
|--|------------|
| ☐ All landscaping rinsed again, thoroughly, including anything downhill of the work | DATE _____ |
| ☐ Walkways, steps and street frontage rinsed or blown clear of debris and residue | DATE _____ |
| ☐ Windows and glass checked for spotting and streaking from overspray | DATE _____ |
| ☐ All hoses coiled, tools loaded, nothing left leaning on the house | DATE _____ |
| ☐ After photos taken from the same angles as the before photos | DATE _____ |
| ☐ Walk-around completed with the homeowner, on the property, before loading | DATE _____ |
| ☐ Spot list handed over: anything that did not come out and why | DATE _____ |
| ☐ Payment collected on site and receipt sent | DATE _____ |
| ☐ Next visit or membership discussed and a date written down | DATE _____ |
| ☐ Review request sent the same day, with the after photos attached | DATE _____ |

Family Worksheet

Ladders, weather and the clean-up standard — the three things that decide whether a one-truck company survives.

Your ladder rules in writing, and the jobs where you refuse to use one at all.

Your wind, rain and freeze thresholds. At what point do you reschedule, and who sends the text?

Your washed-out-day list: the work you do when the weather takes the calendar.

Your clean-up standard, written as something a helper could follow without you there.

Your winterising routine and the date you start it every year.

Equipment Log

Every machine, hose, tip and ladder. Service due dates written before they are overdue.

Mix and Dilution Log

Six months of this beats any forum thread, because it is your water, your product and your climate.

Your Warm 100 — 1 of 2

One hundred names from your own phone. Not leads — people. Work down the list one at a time, personally.

#	NAME	HOW YOU KNOW THEM	CONTACTED	RESPONSE	REFERRAL?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

Your Warm 100 — 2 of 2

#	NAME	HOW YOU KNOW THEM	CONTACTED	RESPONSE	REFERRAL?
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					
41					
42					
43					
44					
45					
46					
47					
48					
49					
50					

Lead Magnet Plan

One narrow problem solved completely and free, which exposes the bigger problem you charge to fix.

ELEMENT	YOUR ANSWER
Narrow problem it solves	
Type (reveal / sample / one step)	
Delivery format	
Name (test three)	
Time to consume	
The next problem it reveals	
The offer that solves it	

LTGP : CAC Worksheet

What a customer is worth against what one costs. Below three to one, fix the offer before you buy more leads.

LINE	AMOUNT	HOW YOU GOT IT
Average job price		
Gross margin %		
Gross profit per job		
Jobs per customer (lifetime)		
LTGP		
Marketing spend last 30 days		
New customers last 30 days		
CAC		
LTGP : CAC		

Rule of 100 — Daily Tracker

One of these every working day, including the busy ones. Tick the box; the boxes are the business.

MEASURE	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Cold reaches												
Warm reaches												
Content minutes												
Ad minutes / dollars												
Follow-ups sent												
Estimates booked												

WEEK NOTES

Estimate Visit Checklist

In order. The first half is questions, the second half is answers, and the number comes near the end.

☐ Arrived inside the stated window and parked without blocking anyone	DATE _____
☐ Walked the full property before saying anything about price	DATE _____
☐ Asked why now, what they have tried, and what bothers them most	DATE _____
☐ Asked what happens if nothing is done this year, and let them answer	DATE _____
☐ Photographed every elevation, the roof line, gutter faces and the concrete	DATE _____
☐ Pointed out oxidation, failed seals, loose mortar and stains that may not lift	DATE _____
☐ Explained soft wash versus pressure in one sentence a normal person understands	DATE _____
☐ Showed before-and-after photos from a nearby street, not a stock image	DATE _____
☐ Left the written condition report with them whether or not they buy	DATE _____
☐ Presented the whole-property price first, then the smaller options	DATE _____
☐ Said the number and then stopped talking	DATE _____
☐ Proposed a specific next step with a date, rather than asking them to call	DATE _____

Objections and Replies — Pressure Washing

What they say, what it means, and the reply in your own words. Fill the third column yourself and practise it out loud.

WHAT THEY SAY	WHAT IT REALLY MEANS	YOUR REPLY
My neighbour's kid has a machine and said he'd do it for half.	I cannot see the difference between a wand and a business, and I am hoping you make it easy for me to say no.	
Can't I just rent one from the hardware store?	I am pricing my own Saturday at zero and I have never held a wand at a second-storey soffit.	
Why do you need chemicals? Just blast it off.	I heard the word chemical and pictured a dead flower bed.	
What kind of discount do I get if I pay cash?	I want to feel like I won something before I hand over money.	
I'm going to get a couple more quotes.	I have no way to compare the three of you, so I am about to default to price.	
We just had this done a couple of years ago.	I think this is a once-a-decade job, so it feels early and I feel silly.	
Won't the pressure damage my siding?	Somebody told me a horror story and I believe it.	
Just do the driveway for now.	I want to test you on something cheap before I let you near the house.	

Proof Kit — What You Show and When

One row per moment in the visit. Evidence beats adjectives, and a familiar street name beats a stock photo.

MOMENT IN THE VISIT	WHAT YOU SHOW	THE FEAR IT ANSWERS

Review Request Script

Asked at the walk-around, not three days later. Specific about what to mention, with the link sent before you leave.

Your ask, word for word, as you would say it standing in their driveway.

The two things you want them to mention, and why those two answer the next customer's fear.

What you send with the link, and how fast after the walk-around.

What you say and do when somebody leaves a bad one. Write it before you need it.

First-Hire Scorecard

Five or more green before you advertise. If the cash line is red, fix pricing first — that costs nothing.

SIGNAL	YES / NO	EVIDENCE
Turning away work weekly		
Working > 55 hours		
Callbacks rising		
Cash covers 8 weeks of wages		
A job description exists		
A training week is planned		
A 90-day exit plan exists		

30 / 60 / 90 Ramp Plan

Written before they start and handed to them on day one. What good looks like, in their words, not yours.

milestone	Day 30	Day 60	Day 90

Pay Plan Builder

One row per element. For each, write what it rewards and what it might quietly break. Speed bonuses break landscaping.

ELEMENT	AMOUNT	WHAT IT REWARDS	WHAT IT MIGHT BREAK

Org Chart at \$250k, \$500k and \$1M

Draw all three now. The chart tells you what to hire next instead of hiring whoever happens to apply.

At the first level: who does what, and which hours are still yours?

At the second: what are you no longer allowed to do yourself, and who does it instead?

At the third: which roles exist purely to protect quality and safety?

Which one task, handed to somebody else, would free the most of your week right now?

Twelve-Month Forecast

Seeded with this trade's demand index. Jobs times average ticket, month by month, and be honest about the winter rows.

MONTH	DEMAND INDEX	JOBS	AVG TICKET	REVENUE	COSTS	PROFIT
Jan	0.71					
Feb	0.84					
Mar	1.04					
Apr	1.24					
May	1.29					
Jun	1.33					
Jul	1.17					
Aug	1.07					
Sep	1.01					
Oct	0.88					
Nov	0.75					
Dec	0.69					
Year						

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Cash Flow Log

One row a week. Cash in, cash out, running balance, and deposits you are holding that are not yours yet.

Profit First Allocations

Split every deposit the day it lands. Start with small percentages and raise them once you see it holding.

ACCOUNT	TARGET %	THIS MONTH \$	ACTUAL %
Income (100%)			
Profit			
Owner pay			
Tax			
Operating expenses			
Materials / subs pass-through			

KPI Scorecard — Pressure Washing

Benchmarks for this trade, with the source printed in Resources. Tick your own result each week and watch the direction.

MEASURE	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Healthy net profit margin target (target 20%)												
Industry-average net profit margin (target 6.8%)												
Minimum job fee floor (target 150 USD)												
Average commercial job revenue (target 1,200 USD)												
True all-in hourly operating cost (target 45 USD/hr)												
Driveway cleaning rate per sq ft (target 0.3 USD/sq ft)												
Roof cleaning rate per sq ft (target 0.65 USD/sq ft)												

WEEK NOTES

Monthly P&L

One row a month, filled in on the first Monday. A year of this page is worth more than any software you will not open.

MONTH	REVENUE	MATERIALS + SUBS	LABOR	OVERHEAD	NET PROFIT

Days 1–30: Get Cash

One objective: get paid by strangers. Date each line as you finish it and do not skip ahead to month two.

☐ Entity registered, EIN obtained, business bank account open	DATE _____
☐ Insurance bound and the certificate saved as a file on your phone	DATE _____
☐ Local business licence checked with city and county	DATE _____
☐ Business profile live on the map with photos and correct hours	DATE _____
☐ The 100 warm names written down in the warm list pages	DATE _____
☐ Warm outreach started — personal, one at a time, every working day	DATE _____
☐ Attraction offer live: the free exterior condition report	DATE _____
☐ Good / Better / Best sheet printed and in the truck	DATE _____
☐ Minimum job fee written down and said out loud on the phone	DATE _____
☐ First paying job completed with both checklists run	DATE _____
☐ Before and after photos taken from the same angle on every job	DATE _____
☐ Five paying customers and five reviews by day 30	DATE _____
☐ Rule of 100 logged every working day, including the busy ones	DATE _____

Days 31–60: Get More Cash

More from the customers you already have, and the start of the commercial lane that carries your winter.

☐ Adjacent surface quoted on every single estimate, without exception	DATE _____
☐ One thing you did not clean photographed and shown before you leave each job	DATE _____
☐ Same-trip pricing rule written down and used	DATE _____
☐ Concrete sealing offered on every driveway job	DATE _____
☐ Price raised once, on strangers only, and the close rate counted	DATE _____
☐ Downsell options written and used instead of discounting	DATE _____
☐ Five commercial walk-ins a week with photos and a card	DATE _____
☐ Certificate of insurance sent to every commercial prospect who asked	DATE _____
☐ Review requested at the walk-around on every job, link sent on site	DATE _____
☐ Content posted from every job, to the local groups as well as your page	DATE _____
☐ Break-even hourly rate recalculated with real numbers from month one	DATE _____

Days 61–90: Get the Most Cash

Turn a busy season into a business. Everything here is about months you have not reached yet.

☐ Membership or recurring plan offered on every walk-around	DATE _____
☐ Referral reward written down, told to customers, and actually paid	DATE _____
☐ Past-customer win-back list built and the first calls made	DATE _____
☐ Winter commercial plan on paper with named accounts	DATE _____
☐ Winterising date circled on the calendar and the routine written	DATE _____
☐ First-hire scorecard filled in honestly against the bank balance	DATE _____
☐ Job description and 30/60/90 ramp written, whether or not you hire	DATE _____
☐ Forecast compared against what actually happened in months one and two	DATE _____
☐ Revenue per door-to-door hour calculated for every job type	DATE _____
☐ Price list set for next season, in writing, before the season starts	DATE _____
☐ Pre-mortem table pinned somewhere you will actually see it	DATE _____

Milestones and Tripwires

Every milestone gets a date and a tripwire — the observable sign it is going wrong while you can still steer.

[illegible]

Decision Log

What you decided, why, and when you will revisit it. Six months of this page will make you a better operator than any book.