# Tool 01: The Leak Check

## Purpose

Find which of the eight leaks may be costing the owner jobs, and which chapter to read first. Chapter 1. Covers all eight leaks; the frames (Can't tell, No system) are routed through questions 12, 14 and 17.

## Inputs

- A phone.
- 15 minutes.
- The office person, if someone else answers the phone.
- Logins you think you own (domain, Google Business Profile, ad accounts). You don't need to open them yet. You need to know whether you could.

## Steps

Answer each question **yes**, **no** or **don't know**. If a question doesn't apply to your business, answer **yes**.

### Leak 1: Not found

1. If you search "[your trade] [your city]" on your phone, do you appear in the Google Maps top three? (Several towns: search the one you want the most work from.)
2. If you ask ChatGPT, "Which [trade] companies in [city, state] should a homeowner call? Name the companies and the sources.", does it name you? (Ask twice; count yes if either answer names you. Chapter 15 has the full check.)
3. Do you have a page on your website for each main service you want more of?

### Leak 2: Not trusted

4. Did you get a new Google review in the last 30 days (remodelers: the last 90 days)?
5. Search your business name on your phone. Does page one show your current business name and a working phone number? And do your website, Google profile and BBB or state license record all show the same name, phone and, if your trade is licensed, license number? (Answer no if either part fails. A tracking number or legal name listed on your brand sheet isn't a mismatch.)
6. Does your website show real photos of your own work and crew, not stock images? (A stock photo on the first screen counts as no.)

### Leak 3: Not called

7. On a phone, can a homeowner see your number and a call, estimate or booking button without scrolling (a call button counts)?
8. Does every way you offer homeowners to reach you (call, text, chat, form or online booking) get answered reliably, and do you offer the ones your customers need, such as

text for photos or booking for set appointments?
9. Does your homepage say what you do, where you do it, and what happens next, in plain words?

**Leak 4: Called, but lost**

10. Call your own business number just after your office closes on a weekday. Does a person, or a service that actually helps, answer? If you don't offer evening answering, does the message say truthfully when you'll call back, and do you keep that promise (question 11)?
11. Is every missed call about a potential job returned within your stated callback time: by the end of the business day for calls during business hours, or by the time your after-hours message promises?
12. Do you know roughly how many calls you missed last week?

**Leak 5: Wrong calls**

13. Does your website say which jobs you do and don't do, and which towns you serve?
14. Do you know which of your lead sources sends the most jobs you actually want?
15. Do you review each paid lead source's suitable inquiries, booked and won jobs and total cost, and act when it misses the limits you set? (If you don't pay for leads, answer yes.)

**Leak 6: Quoted, but not hired**

16. Do you follow up on every quote at least once if you haven't heard back?
17. Do you know your close rate, the share of booked jobs (estimates and service visits) that you win?
18. When you lose a job, do you usually find out why?

**Leak 7: Not owned**

19. Is your domain registered in your name, with a login you control?
20. Are you the primary owner of your Google Business Profile, and an admin on your ad accounts? (No ad accounts: answer for the profile.)
21. If you stopped working with whoever built or runs your marketing (agency, freelancer, friend or relative), would you keep your website, your phone number and your customer list?

**Leak 8: Feast or famine**

22. Do you know which months are slowest for your trade in your city? (Water damage: do you know which events, such as freezes and storms, bring your busy weeks?)
23. Do you have something that brings in work in the slow months: maintenance plans, past-customer reminders, seasonal offers?
24. In your busy season, do you have a way to catch calls you can't take yourself? (Voicemail alone doesn't count.)

## How to read the result

Count your **no** and **don't know** answers in each group of three.

| No or don't-know answers in a group | What it means |
|---|---|
| 0 | No sign of that leak in these questions. Keep checking (chapter 19). |
| 1 | One warning sign. Worth checking, but not first. |
| 2 or 3 | Two or three warning signs: a leak, or one you can't rule out yet. |

**These cut points are a rule of thumb, untested.** Three questions per leak can't measure anything precisely. The split (0, 1, 2 or more) was chosen so that one stray "no" doesn't send an owner to the wrong chapter, while two "no" answers on the same leak point to a pattern, not an accident. It is a way to pick a starting chapter, not a score of the business. A "don't know" is something to check first, not a loss you've proven.

**Before you pick a chapter,** write down what you want: more of one kind of work, steadier months, fewer hours, or growth, and what the shop can actually handle. A full calendar you chose isn't a leak. Carry that goal into the work order (tool 11).

**First, an override.** If something is broken right now (a dead line, a broken form, a promise you can't keep), fix it today. Then use the table.

**First match wins.** Stop at the first row that fits. N means no; ? means don't know.

| If... | Then |
|---|---|
| Any **N** or **?** on questions 19 to 21 | Chapter 2. ? = find out who holds it (tool 04); N = start recovery. |
| A leak has 2 or 3 N or ? | The earliest such leak in the fix order: 7, 2, 3, 4, 5, 6, 1, 8. Ties go to the earlier leak. |
| No leak has 2 or more, but some have 1 | The earliest of those in the fix order. |
| All yes | Keep chapter 19's routine. |

**The rules in detail:**

- **Any "no" or "don't know" on questions 19 to 21:** start with **chapter 2** before anything else. A "don't know" means find out who holds it (tool 04); a "no" means start recovery. Whatever you build next should be yours. The ownership inventory (tool 04) usually takes one to two hours, spread over a week if vendors need to answer. Meanwhile, fix any obvious problem a homeowner can see, like a phone number buried in the footer, and while you wait on a vendor, start the next leak in the fix order. If everything turns out to be in your name, come back to the routing below.

- **Otherwise,** start with the earliest leak, in the fix order, that has two or three "no" or "don't know" answers. If any of them are "don't know", run that chapter's 10-minute check first, then fix what it finds:

| Leak | Part | Start with |
|---|---|---|
| 7 | I. Own the ground | Chapter 2 |
| 2 | III. Show why they can trust you | Chapters 5, 6 and 7 (your name search) |
| 3 | IV. Make it easy to hire you | Chapter 8 |
| 4 | IV. Make it easy to hire you | Chapter 9 |
| 5 | IV. Make it easy to hire you | Chapter 10 |
| 6 | IV. Make it easy to hire you | Chapter 11 |
| 1 | V. Show up where they look | Chapters 12 to 15 |
| 8 | VI. Keep it and compound | Chapters 16 and 18, and chapter 17 if you rent leads to fill slow months |

- **If no leak has two or three,** start with the earliest leak in the fix order that has one. Two leaks with the same count: take the earlier one in the fix order.
- **If every answer is yes,** keep the routine in chapter 19 and take the check again next quarter.
- **For leak 1, open the chapter for where you're missing:** Maps, chapter 12; a service page, 13; directories and other sites on page one, 14; AI answers, 15; homeowners confusing you with another name, 7. These are starting points, not diagnoses.
- **A no or don't know on question 9 or 13:** read chapter 4 too.
- **If the problem you bought this book for isn't where the check sends you,** read that chapter too.
- **A no or don't know on questions 12, 14 or 17:** you need **chapter 3.** Either way you don't know the number yet, and until you do, you can't tell if anything works.
- **A confirmed urgent failure comes first:** a dead line, a broken form, or a promise you can't keep. Fix it today, whatever the scores say.
- **Chapter 17 follows chapter 2** if you pay for leads or ads. After the first task, take the next leak the same rules pick.

  My first task: **__\ What it needs first: _\ *Who does it:* \ *Done when:*** ___

Get the minimum before copy or spending: brand-sheet facts before any copy; chapter 3's numbers before any spending decision.

Fix the first leak properly before starting the second.

## Limits

- It is self-reported. An owner who thinks the phone gets answered after hours may be wrong. Questions 10 and 12 exist so the owner checks instead of guessing.
- Question 2 is two AI answers on one day. AI answers change between runs and between tools (chapter 15). A "no" means "check again", not "invisible".
- Question 1 depends on where the phone is standing. Maps results shift across a city.
- Equal weight per leak is a writing choice, not a finding. Owners don't feel all leaks equally (the owner-passage counts in chapter 1 show where owners talk, not how common a problem is).
- It does not measure revenue lost. The owner's math in chapter 1 is a scenario using your assumptions, not a measured loss.

## Next action

Go to the chapter in the routing table. Then set up tool 08 (the monthly numbers) so the fix can be seen in your own numbers.

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# Leak Check scoring sheet

Circle Y (yes), N (no) or ? (don't know). If a question doesn't apply, circle Y.

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Score each leak: 0 = no sign of that leak here; 1 = one warning sign, worth checking but not first; 2 or 3 = two or three warning signs, a leak or one you can't rule out yet. Rule of thumb, untested.

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Fix order: 7, 2, 3, 4, 5, 6, 1, 8; ties go to the earlier leak. N or ? on Q9 or Q13: chapter 4 too. On Q12, Q14 or Q17: chapter 3 right after your first fix.

My goal: _____

My first task: _____ Who: _____ Done when: _____

Full rules: chapter 1 and tool 01.

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