

FOR OWNER-LED SERVICE BUSINESSES

REVENUE SYSTEM SCORECARD

+ 7-DAY FIX PLAYBOOK

Revenue is a system, not a streak. This scorecard measures the four numbers that decide whether yours is predictable, **isolates the one constraint leaking the most money**, and gives you a focused 7-day fix. No new tactics until the numbers say you need them.

1

Fill the scorecard weekly. Same day, every week. Estimates don't count.

2

Circle the constraint. The lowest conversion rate is the leak. Fix that one first.

3

Run the matching 7-day fix. Pages 2–3. Then recheck your rates.

01 WEEKLY SCORECARD

THIS WEEK

Leads (qualified inquiries)	_____
Calls booked	_____
Calls held	_____
New clients	_____
Revenue (new)	\$ _____
Avg deal value	\$ _____

CONVERSION RATES

Lead → Booked	_____ %
$\text{Booked} \div \text{Leads}$	
Booked → Show	_____ %
$\text{Held} \div \text{Booked}$	
Show → Close	_____ %
$\text{New clients} \div \text{Held}$	

Action rule: fix the lowest rate first. That's the constraint. Everything else is noise until it moves.

02 DIAGNOSIS MAP

Circle the line that matches your weakest number. That's your page-2 assignment.

Low LEADS	→ Targeting, channel selection, offer clarity	FIX A
Leads OK, low BOOKED	→ CTA, friction, speed-to-lead	FIX B
Booked OK, low SHOW	→ Reminders, commitment, reschedule flow	FIX C
Shows OK, low CLOSE	→ Sales structure, objections, offer packaging	FIX D

A IF LEADS ARE LOW: TARGETING, OFFER, CHANNEL

Goal: more qualified conversations without adding complexity.

- **Write your offer in one sentence:** "I help [WHO] get [RESULT] in [TIME] without [PAIN]." If you can't fill the blanks cleanly, that's the actual problem.
- **Pick one channel for 7 days:** outbound, referrals, paid, or content. No spreading.
- **Use one CTA:** book a call or request a quote. Not both.
- **Daily output:** 20 targeted comments/day or 50 targeted outbound messages/day.

B IF BOOKED CALLS ARE LOW: CTA, FRICTION, SPEED-TO-LEAD

Goal: turn the leads you already have into calls on the calendar.

- **Speed-to-lead:** first response in under 5 minutes. Automation plus manual.
- **Reduce friction:** one booking link, clear availability, instant confirmation.
- **Give a reason to book now:** audit, 90-day plan, quote, or checklist.
- **Minimum follow-up, first 72 hours:** Day 0 = 3 touches, Day 1 = 2, Day 2 = 1.

COPY / PASTE

Lead reply: "Got it. Quick question so I can point you the right direction: what's your #1 goal: more leads, more booked calls, better show rate, or higher close rate?"

+ 4-WEEK CONSTRAINT TRACKER

One constraint per week. If the rate didn't move, the fix wasn't run hard enough or the diagnosis was wrong. Re-diagnose, don't stack tactics.

WEEK	CONSTRAINT (CIRCLE)	FIX RUN (A/B/C/D)	RATE BEFORE	RATE AFTER
1	Leads · Booked · Show · Close	_____	_____ %	_____ %
2	Leads · Booked · Show · Close	_____	_____ %	_____ %
3	Leads · Booked · Show · Close	_____	_____ %	_____ %
4	Leads · Booked · Show · Close	_____	_____ %	_____ %

C IF SHOW RATE IS LOW: REMINDERS, COMMITMENT, RESCHEDULE

Goal: get booked calls to actually happen.

- Add "Reply YES to confirm" to every appointment.
- Send 24-hour and 2-hour reminders, email and SMS.
- Include a reschedule link in every reminder.
- Run no-show recovery: same-day plus next-day.

SCRIPTS

24h: "Reply YES to confirm your time for tomorrow. Need to move it? [reschedule link]"

2h: "Quick reminder. See you in 2 hours. Reply YES to confirm. Need to move it? [reschedule link]"

No-show: "Looks like timing got messy. Want to reschedule for later today or tomorrow? [reschedule link]"

D IF CLOSE RATE IS LOW: SALES STRUCTURE, OBJECTIONS, OFFER

Goal: a consistent call that ends in a decision, not a "let me think about it."

- Use a consistent call flow: goal → current situation → cost of inaction → constraints → recommendation → next steps.
- Track your top 3 objections this week; write one clean response for each.
- Add a process guarantee: "You'll leave with a 90-day plan."
- Ask directly at the end. Don't hint.

SCRIPTS

Close: "Based on what you shared, does this feel like the right solution? And if not, what would need to be true for it to be a yes?"

Objection sort: "Is it a timing issue, a money issue, or a confidence issue?"

NON-NEGOTIABLES

If any item is missing, fix it before ads, SEO, or new tactics.

- **Speed-to-lead:** first response under 5 minutes (auto + manual).
- **Follow-up:** 10–14 touches over 7–14 days (email + SMS + manual).
- **Appointments:** instant confirmation, 24h + 2h reminders, "Reply YES," reschedule link.
- **No-show recovery:** same-day + next-day sequence.
- **Pipeline:** 5–8 stages with clear entry/exit rules.
- **Reporting:** weekly review of Leads → Booked → Show → Close, and the rates between them.

03 10-QUESTION AUDIT**SPEED & CONTACT**

1 Average response time under 5 minutes

PASS

FAIL

2 3+ touches in the first 24 hours

PASS

FAIL

FOLLOW-UP

3 10–14 touches over 7–14 days

PASS

FAIL

4 SMS and email both used

PASS

FAIL

APPOINTMENTS: SHOW RATE

5 Instant confirmation plus a clear agenda

PASS

FAIL

6 24h + 2h reminders with "Reply YES"

PASS

FAIL

7 Reschedule link in every reminder

PASS

FAIL

8 No-show recovery sequence exists

PASS

FAIL

SALES EXECUTION

9 Call structure and objection handling exist

PASS

FAIL

10 Close rate tracked monthly, reviewed weekly

PASS

FAIL

0-2 FAILS

Scale volume. Increase outreach or spend; test angles.

3-5 FAILS

Fix the fails first. You're leaking conversions you already paid for.

6+ FAILS

Stop chasing "more leads." Build the basics first.

Priority order: speed-to-lead → follow-up → show rate → close rate.

RUN THIS WEEKLY. THEN COME GET THE REST OF THE SYSTEM.

When you're consistently past \$10k/month and ready for sales, marketing, and offer levers built into one revenue system, book a diagnostic at evosadvisory.com.

evosadvisory.com