

LYRIDEN STUDIO

# The Plumbing Business Marketing Diagnostic

Score yourself. Find the gaps. Take control.

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**Ready to take control of your marketing?**

Apply for the Home Service Marketing Audit at:

[lyridenstudio.com/home-service-marketing-audit](https://lyridenstudio.com/home-service-marketing-audit)

\$495 flat fee · Application required · Limited monthly capacity

## THE HONEST TRUTH

# Most Plumbing Companies Don't Have a Lead Problem

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**They have a visibility problem. And more specifically — a control problem.**

You're spending money on marketing. Leads come in. Revenue goes up and down. You swap agencies. The cycle repeats. But nothing fundamentally changes — because no one ever sat down and recalculated the fundamentals.

**× No defined cost per job**

You can't manage what you can't measure.

**× No reliable lead tracking**

You don't know which channels are actually producing.

**× No clear close rate**

Are your crews busy — or just busy on the wrong jobs?

**× No revenue target tied to spend**

Marketing feels like a gamble, not an investment.

**Switching vendors doesn't fix broken math. This diagnostic fixes that — by starting with the numbers.**

WHAT THIS DIAGNOSTIC ACTUALLY IS

# A Structured Revenue Control Assessment

This is not a report about impressions and clicks. Every diagnostic Lyriden Studio delivers follows one structured framework:

## The 5-Part Revenue Control System™

### 01 Target Clarity

Are you chasing the right jobs in the right markets? Without a defined target, every marketing dollar is a guess.

### 02 Lead Flow Visibility

Do you know exactly where every lead comes from and what happens to it? If not, you're flying blind.

### 03 Cost-Per-Job Control

What does it actually cost to book a job — including ad spend, overhead, and close rate? This number changes everything.

### 04 Sales Accountability

Are leads being followed up? Are estimates converting? Most revenue leaks happen after the lead arrives, not before.

### 05 Scale Readiness

Before you spend more on marketing, is your operation ready to handle growth? Scaling a broken process only scales the problem.

*"If the math doesn't support growth, we'll show you where it breaks. Plainly. Clearly. Professionally."*

## SELF-ASSESSMENT

# Where Is Your Business Right Now?

Work through each section honestly. Check every statement that is currently true for your business. Tally your score at the bottom of each part.

## PART 1 OF 5

## Target Clarity

Do you know exactly who you're marketing to?

/ 10 pts

- I can clearly state my ideal job type, average ticket size, and target customer +3
- I know which ZIP codes or neighborhoods produce my best-margin work +2
- My marketing messaging reflects who I want to attract — not just what I do +2
- I have defined a revenue target and work backwards to a lead volume goal +3

PART 1 SCORE: \_\_\_\_\_ / 10

## PART 2 OF 5

## Lead Flow Visibility

Can you trace every lead from source to outcome?

/ 12 pts

- I track every inbound lead by source (Google, referral, LSA, organic, etc.) +3
- I know my monthly lead volume and can break it down by channel +2
- My phone calls are tracked and recorded so I can review what happens to them +2
- I use a CRM or dispatch software to log and manage all leads +2
- I can pull a report showing what happened to every lead last month +3

PART 2 SCORE: \_\_\_\_\_ / 12

## PART 3 OF 5

**Cost-Per-Job Control**

Do you know what it costs to book each job?

/ 13 pts

- I know my average cost per booked job across all channels +3
- I know my average job revenue and gross margin by service type +3
- I review my marketing spend vs. revenue produced at least monthly +2
- My ad spend has a defined target return — and I track whether we hit it +3
- I can confirm whether marketing is profitable right now — with actual numbers +2

PART 3 SCORE: \_\_\_\_\_ / 13

## PART 4 OF 5

**Sales Accountability**

Are leads being worked — or wasted?

/ 12 pts

- Inbound calls during business hours are always answered live — not voicemail +3
- I know my close rate and actively work to improve it +3
- Unsold estimates are followed up at least twice before being closed +2
- After-hours leads receive a response within 30 minutes via text or call +2
- My team has a defined process for handling inquiries — not just instinct +2

PART 4 SCORE: \_\_\_\_\_ / 12

## PART 5 OF 5

**Scale Readiness**

Can your business handle more without breaking?

/ 13 pts

- My crews are near capacity and I have a plan to add more +3
- I have documented processes for dispatching, estimating, and invoicing +2
- I know my revenue per truck and use it to guide hiring decisions +3
- Increasing my marketing budget right now would produce revenue, not chaos +3
- I have a defined growth target for the next 12 months with a plan to hit it +2

PART 5 SCORE: \_\_\_\_\_ / 13

## RESULTS

# What Your Score Tells You

ADD UP ALL 5 PARTS:

TOTAL \_\_\_\_\_ / 50

**40–50**

In Control

You have strong fundamentals. Your marketing produces results you can explain and defend. The Lyriden Studio diagnostic at this stage identifies the 2–3 high-leverage optimizations that move you from controlled growth to accelerated growth — without adding unnecessary risk.

**25–39**

Visible Gaps

You have a working business but real blind spots. Revenue is likely inconsistent — marketing 'sometimes works.' Closing 2–3 of these gaps could mean significant additional revenue without spending more. A structured diagnostic is the right next step.

**0–24**

Broken Math

Your marketing is running without the controls to manage it. You may be generating leads but losing too many — or spending without reliable return. Before investing more in marketing, you need clarity on the fundamentals. That's exactly what this diagnostic delivers.

THE NEXT STEP

# Apply for the Home Service Marketing Audit

This self-assessment gives you a direction. The Lyriden Studio Marketing Audit gives you the exact numbers — and a clear, written plan to act on them.

WHAT YOU RECEIVE

- **Where Revenue Is Leaking** A clear breakdown of which parts of your marketing and sales process are losing money.
- **True Cost Per Booked Job** Calculated from your actual numbers — not industry averages.
- **Channel Performance Clarity** Which channels are working, which are wasting budget, and what to do about it.
- **Sales Process Visibility** An honest look at what's happening to leads after they come in.
- **Priority Roadmap** A written list of actions ranked by impact — so you know exactly what to do first.

WHO THIS IS FOR

Built For	Not For
<ul style="list-style-type: none"> <li>✓ \$750K–\$5M plumbing companies</li> <li>✓ Owners already investing in marketing</li> <li>✓ Operators who want real control</li> <li>✓ Businesses ready to review numbers honestly</li> </ul>	<ul style="list-style-type: none"> <li>✗ Brand-new startups</li> <li>✗ Side hustles or hobby businesses</li> <li>✗ Owners unwilling to review financial data</li> </ul>

<p><b>Investment</b> <b>\$495</b></p> <p>Flat fee · Structured process · Clear deliverable</p>	<p><b>Apply at:</b> <a href="https://lyridenstudio.com/home-service-marketing-audit" style="color: #00c853;">lyridenstudio.com/home-service-marketing-audit</a></p> <p>You apply first. We review every application. If it's not a fit, we'll tell you.</p>
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Limited diagnostic capacity each month. Every application is reviewed before approval.