

LYRIDEN STUDIO

The Roofing Business Marketing Diagnostic

Score yourself. Find the gaps. Take control.

Ready to take control of your marketing?

Apply for the Home Service Marketing Audit at:

lyridenstudio.com/home-service-marketing-audit

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

THE HONEST TRUTH

Most Roofing Companies Don't Have a Lead Problem

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	<i>Do you know exactly who you're marketing to?</i>	/ 10 pts
<input type="checkbox"/> I can clearly state my ideal job type, average ticket size, and target customer		+3
<input type="checkbox"/> I know which ZIP codes or neighborhoods produce my best-margin work		+2
<input type="checkbox"/> My marketing messaging reflects who I want to attract — not just what I do		+2
<input type="checkbox"/> 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	<i>Can you trace every lead from source to outcome?</i>	/ 12 pts
<input type="checkbox"/> I track every inbound lead by source (Google, referral, LSA, organic, etc.)		+3
<input type="checkbox"/> I know my monthly lead volume and can break it down by channel		+2
<input type="checkbox"/> My phone calls are tracked and recorded so I can review what happens to them		+2
<input type="checkbox"/> I use a CRM or dispatch software to log and manage all leads		+2
<input type="checkbox"/> 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

- ✓ \$750K–\$5M roofing companies
- ✓ Owners already investing in marketing
- ✓ Operators who want real control
- ✓ Businesses ready to review numbers honestly

Not For

- ✗ Brand-new startups
- ✗ Side hustles or hobby businesses
- ✗ Owners unwilling to review financial data

Investment

\$495

Flat fee · Structured process · Clear deliverables

Apply at:

lyridenstudio.com/home-service-marketing-audit

You apply first. We review every application. If it's not a fit, we'll tell you.

Limited diagnostic capacity each month. Every application is reviewed before approval.