LoftyBiz Proven-Model Check Sheet

Write down three ordinary services you have seen run by small operators in many towns. For each one, check how many local customers could need it, and how often. Then read twenty reviews of local providers and write down the two complaints that come up most.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

Three proven models to check

Service I have seen in many towns	How many local customers could need it?	How often?	Already offered locally?

Twenty reviews, two complaints

Read twenty reviews of local providers for the model you want to try. Write down the two complaints that come up most. That is where your better version starts.

#	Complaint that keeps coming up	How I will do this better
1		
2		

My one or two points

Point I will be better on	What “better” looks like in practice	How I will say this to a customer

Paper sums before you buy equipment

If this many customers signed up…	…at this price or frequency…	…that would be this much, before costs

Example only, from the video (Kwame, bin cleaning in Sandusky). About 6,000 homes nearby. 30 households asked, 11 would pay about $15 a clean, once a month. If even 3% signed up monthly, that is about 180 customers and about $2,700 a month before costs. Setup about $6,000, from savings. He started with 50 customers, then 110 by the end of the first summer; winter was slower.

Example only, from the video (Svetlana, dryer vent cleaning in Yakima). The two repeated complaints: no clear price, and long, vague arrival windows. Her two points: a fixed $129 price for a standard home vent, extras explained first; and a one-hour arrival window, with a text when she was on her way. About four jobs a day, four days a week. About 160 jobs in the first three months.

Put this check sheet into Systex so the reminder is waiting for you. You can find Systex at loftybiz.net. Click the link in the description.

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