SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

Your Company is a placeholder business. Every name, number and result in this report is invented to show how the work is laid out and how much detail you get.

PREPARED FOR

Your Company

People already want to hire you. This report shows where they slip away, what that costs, and what to fix first.

OWNER CONTACT	PREPARED BY	REPORT DATE
Your Name, owner	LEAKPRÜF, An UNDRSCR Product	21 November 2026
REPORT ID	VERSION	HUMAN REVIEW
RLR-SAMPLE-001	2.0, sample	Checked by a person before issue

A real client report is confidential to the client. This public sample contains no client information.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

02 / HOW TO USE THIS REPORT

Read this first, then act

This is a working plan, not a summary. Read page 3, do the three first moves this week, then follow the 30-day plan in section 14.

WHAT YOU WILL FIND

Section, the question it answers, page

NO	SECTION	WHAT IT ANSWERS	PAGE
03	**Executive summary**	Where you stand, what it costs, and what to do first	03
04	**Choosability score**	How easy you are to choose, stage by stage, out of 100	04
05	**Business snapshot**	What the business does today: facts, assumptions, unknowns	05
06	**Customer journey map**	How a customer moves from first search to repeat job, and where they leak	06
07	**The leak in dollars**	What the gaps cost in first jobs and lifetime value	08
08	**Competitor comparison**	How you look next to four local competitors	09
09	**Your positioning**	Why a customer should pick you, written out	10
10	**Opportunity scorecard**	Every leak scored and ranked, with the reasoning	11
11	**Recommended fixes**	Each priority fix: problem, routine, your role, risks, measures	13
12	**Tools and costs**	What to keep, connect or add, and what it costs	18
13	**DIY guides**	Step-by-step builds with ready wording and a definition of done	19
14	**30-day action plan**	The order of work, week by week	24
15	**Measurement**	What to record at day 30, 60 and 90	25
16	**Next steps**	What to do alone, and the optional done-for-you path	26
17	**Appendix and glossary**	Sources, assumptions, open questions, plain terms	28

HOW FIXES ARE RANKED

Every leak gets three scores from 1 to 5: impact on customers won, urgency and effort. Priority points are impact plus urgency plus ease (6 minus effort). Ties go to higher confidence, then fewer dependencies.

Rank is not sequence. Dependencies set the order of work.

HOW TO USE THE PLAN

1. Do the three first moves on page 3 this week. Each takes under an hour.
2. Build one fix at a time from its guide in section 13. Start the next only when "done when" is met.
3. Record the numbers in section 15 from day 1. Review them at day 30.

EVIDENCE TAGS

Every figure carries one

VERIFIED — Checked against a record, export or public profile.

CLIENT — Stated by you, not checked.

ESTIMATE — Our calculation, inputs shown.

ASSUMED — A guess for you to confirm.

? OPEN — Not known yet. Listed in the appendix.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

03 / EXECUTIVE SUMMARY

People want to hire you. Too many never get the chance.

Your Company wins 55% of the quotes it sends, and its reviews are strong. The leak is before and after the quote: calls missed on site, quotes nobody chases, and a website that gives no reason to pick you.

36/100
choosability score across the eight stages of the customer journey
ESTIMATE

24 of 68
enquiries in 90 days never got a quote
VERIFIED

$68K
lifetime revenue at stake a year, from a conservative model
ESTIMATE

WHAT WE FOUND

Calls go unanswered on site — ? OPEN
60% of enquiries arrive by phone. Missed calls are not counted and get no reply until evening.

Quotes go quiet — VERIFIED
15 of the 20 quotes not accepted never got a second message.

Nothing says why you — VERIFIED
Your homepage reads like every competitor. No prices, no promise, no booking.

Reviews lag the competition — VERIFIED
31 reviews against a local median of 114. Six requests on 57 jobs.

PRIORITY FIXES

Points out of 15

01	**Enquiry response** Missed-call text and a 1-hour reply.	14 PTS
02	**Quote follow-up** Cheapest fix. Best evidence.	14 PTS
03	**Google profile and reviews** Where most customers find you.	13 PTS
04	**Positioning and homepage** A reason to choose you.	11 PTS
05	**Instant price range** Needs fixes 1 and 4 first.	10 PTS

DO THESE THREE THINGS FIRST

1 Turn on your phone's missed-call text, or record a voicemail with callback times.
30 MIN

2 Search your sent mail. Send every quote older than 7 days the follow-up in section 13.
45 MIN

3 Copy your Google review link. Send it to your last five happy customers.
20 MIN

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04 / CHOOSABILITY SCORE

36 out of 100. The work is good. Being picked is hard.

The score measures how easy it is for an interested person to find you, choose you, reach you and book you. 39 checks across eight stages, weighted by how much each one costs you.

SCORE BY STAGE

Share of checks passed, weighted

STAGE	SCORE	MAIN REASON	
01 Found Google profile, reviews, local search	58%	Profile complete. Fewer reviews than every competitor checked.	VERIFIED
02 Chosen Positioning, brand, website	35%	Site works on a phone, but no prices, no promise, stock photos.	VERIFIED
03 Reached Calls, texts, forms	30%	Calls missed on site. Replies wait for the evening.	CLIENT
04 Quoted Speed and clarity of the price	40%	Median 2 days to send a quote. No price ranges anywhere.	VERIFIED
05 Booked Saying yes without a phone call	25%	No online booking. Dates agreed by text, back and forth.	CLIENT
06 Followed up Chasing quotes and leads	15%	5 of 44 quotes got a second message. No list of open quotes.	VERIFIED
07 Delivered Updates and invoicing	70%	Work is good. Invoices slow, but customers rarely complain.	CLIENT
08 Kept Reviews, reminders, referrals	20%	6 review requests on 57 jobs. No customer list.	VERIFIED

HOW TO READ IT

- → 0 to 44: losing customers you already earned.
- → 45 to 74: leaking. Some stages work, others cost you.
- → 75 and up: easy to choose. Keep it there.

NOT YET SCORED

? OPEN

- → Stage 03 rests on your estimate. Count missed calls for one week to confirm it.
- → Stage 08 needs a customer list before repeat work can be measured.

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05 / BUSINESS SNAPSHOT

One electrician. Steady demand.

Built from your intake form, one call, 90 days of exports and a review of your public profiles.

THE BUSINESS TODAY

The tag shows how each line is known

WHAT IT DOES	Residential electrical repairs, panel upgrades, EV charger installs and small renovation wiring. One licensed electrician.	CLIENT
WHO IT SERVES	Homeowners (about 80% of jobs), property managers (14%) and small commercial (6%). Service radius of 35 km.	CLIENT
WORK ARRIVES BY	Phone (60% of enquiries), web form (25%), text and direct messages (15%).	VERIFIED
FOUND THROUGH	Mostly your Google profile and referrals from past customers, realtors and other trades.	CLIENT
AVERAGE JOB	$1,150 per invoiced job over the last 90 days.	VERIFIED
PEOPLE AND TOOLS	You, full time. A bookkeeper four hours every two weeks. Email and calendar, accounting software, business mobile plan, website form, a job spreadsheet.	CLIENT
LAST 90 DAYS	68 enquiries, 44 quotes sent, 24 accepted, 57 jobs invoiced.	VERIFIED

YOUR GOALS

CLIENT

- → Win more of the people who already call.
- → Stop losing quotes nobody chases.
- → Charge for the quality you already deliver.
- → Keep today's job volume. No hiring yet.

YOUR CONSTRAINTS

CLIENT

- → New software spend under $150 a month.
- → No more than 4 hours a week to build.
- → Keep your current business phone number.
- → Many customers prefer a call to an app.

CONFIRMED

VERIFIED

- → Quotes accepted: 24 of 44 (55%)
- → Average job: $1,150
- → Google rating 4.8 on 31 reviews

ASSUMED

ASSUMED

- → The last 90 days are a normal season.
- → A customer hires you about three times over five years.

UNKNOWN

? OPEN

- → How many calls go unanswered on site
- → How many customers have hired you before

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06 / CUSTOMER JOURNEY MAP

One stage works. Four leak. Three are missing.

Follow the numbers. Each box is a moment where a customer either moves forward or quietly books someone else.

01 LEAK

Customer finds you

Who Customer
Tool Google profile, referrals

31 reviews. Competitors have 88 to 214.

02 GAP

Customer chooses you

Who Customer
Tool Website

No prices, no promise, stock photos.

03 GAP

Customer reaches you

Who You, often on a job
Tool Phone, inbox, form

Calls missed on site. Replies wait for evening.

04 LEAK

You quote

Who You
Tool Notebook, email

Median 2 days to send.

05 LEAK

Customer books

Who You, customer
Tool Calendar, text

Dates agreed by text, back and forth.

06 GAP

Quote follow-up

Who Nobody
Tool None

5 of 44 quotes got a second message.

07 WORKS

You do the work

Who You
Tool Notebook, phone photos

Strong reviews. Invoices slow.

08 GAP

Customer comes back

Who Nobody
Tool None

6 review requests on 57 jobs.

BACK TO 01

Happy customers and their referrals re-enter at 01. Today nothing prompts them to.

Read left to right on the first row, right to left on the second, then left to right again.

KEY GAP No routine LEAK Works, but loses people WORKS Reliable

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06 / JOURNEY DETAIL

Where customers slip away.

Each stage as it runs today, what the evidence shows, and what it costs.

STAGE BY STAGE

From your exports, the walk-through call and public profiles

STAGE	WHAT HAPPENS TODAY	EVIDENCE	THE LEAK	
01 Found	Google profile, referrals, realtors and trades.	31 reviews, 4.8 rating. Last review 7 weeks ago.	Fewer reviews than all four competitors checked.	VERIFIED
02 Chosen	Customer checks your site and profile.	Homepage says 'quality electrical services'. No prices or photos of your work.	No reason to pick you over the next result.	VERIFIED
03 Reached	Customer calls or fills in the form.	Calls answered if free. Messages read in the evening.	Missed calls not counted. Callers try the next electrician.	? OPEN
04 Quoted	Site visit or photos, then a typed quote by email.	Median 2 days to send. Range 0 to 9 days.	The customer cools while waiting.	VERIFIED
05 Booked	Dates agreed by text, added by hand.	Several texts per booking.	Friction at the moment of yes.	CLIENT
06 Followed up	Quote sits in the customer's inbox.	5 of 44 quotes got a second message.	15 quotes went quiet with no follow-up.	VERIFIED
07 Delivered	Notes and photos on your phone. Invoice later.	37% invoiced within a day.	Works for the customer. Slow cash for you.	VERIFIED
08 Kept	Review asked when you remember.	6 requests on 57 jobs. No customer list.	Past customers never hear from you again.	CLIENT

THE THREE BIGGEST LEAKS

- → 03 Reached: a caller who reaches voicemail usually calls the next name on the list.
- → 06 Followed up: 15 people asked for a price, got one, and never heard from you again.
- → 02 Chosen: nothing on the site tells a stranger why you are the safe choice.

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07 / THE LEAK IN DOLLARS

About $68,000 a year in lifetime value at stake.

A conservative model built from your own numbers. Every input is shown, so you can change any of them.

YOUR FUNNEL, LAST 90 DAYS

From your exports

STEP	COUNT	OF PREVIOUS	LOST HERE	
Enquiries logged	68	-	Missed calls not counted, so the true number is higher	? OPEN
Quotes sent	44	65%	24 enquiries never got a quote	VERIFIED
Quotes accepted	24	55%	15 of 20 lost quotes never got a second message	VERIFIED

THE MODEL

Inputs, then the result

INPUT	VALUE	BASIS	
Average first job	$1,150	Average invoice, last 90 days	VERIFIED
Lifetime value of a customer	$3,400	About 3 jobs over 5 years, including referrals	ASSUMED
Quotes won back by follow-up	3 per quarter	1 in 5 of the 15 unchased quotes	ESTIMATE
Jobs won back by faster replies	2 per quarter	Conservative. Confirm with a missed-call count	ESTIMATE
Extra customers a year	**20**	**5 per quarter**	**ESTIMATE**

$23,000

in first-job revenue a year (20 × $1,150)

ESTIMATE

$68,000

in lifetime value a year (20 × $3,400)

ESTIMATE

WHAT THIS IS NOT

- → Not a promise or a forecast.
- → It leaves out the positioning and review gains, which take longer to show.
- → Change any input and the total moves with it.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

08 / COMPETITOR COMPARISON

Better work. Weaker shop window.

Four electricians that show up for the same searches in your area. Your rating is among the best. Almost everything a stranger sees first is behind.

WHAT A CUSTOMER SEES

Public profiles and websites, checked 19 November 2026

VERIFIED

BUSINESS	REVIEWS	RATING	LAST REVIEW	WORKS ON PHONE	PRICES SHOWN	BOOK ONLINE	CLEAR PROMISE	TEXT OR CHAT
Your Company	31	4.8	7 weeks	YES	NO	NO	NO	NO
Northgate Electric	214	4.7	3 days	YES	YES	YES	YES	YES
Brightline Electrical	88	4.9	1 week	YES	PARTLY	NO	YES	YES
Coldwater Electric	12	4.2	5 months	NO	NO	NO	NO	NO
Larch Street Electric	140	4.6	2 days	YES	YES	YES	NO	YES

WHAT THE LEADERS DO

- → Northgate shows price ranges for common jobs and takes bookings online.
- → Larch Street promises a reply within 30 minutes, right under its name.
- → Both ask every customer for a review. It shows in their counts.

YOUR OPENING

- → Your rating is higher than both leaders. Volume is the gap, not quality.
- → Nobody local promises a written quote within a day. That can be yours.
- → Nobody shows real photos of finished panels and installs.

Competitor names in this sample are invented. In a real report they are the businesses that show up for your searches.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

09 / YOUR POSITIONING

The electrician who calls back.

Customers here rarely complain about the wiring. They complain about waiting. That is the position worth owning.

POSITIONING STATEMENT

For homeowners who have waited days for an electrician to call back, Your Company is the licensed electrician who answers within the hour, sends a written quote within a day and leaves the house clean. Unlike busier shops that compete on size, you prove reliability at every step.

THE PROMISES

Each answers a complaint in local reviews

1. A reply within one working hour.
2. A written quote within one working day of the visit or photos.
3. The price on the quote is the price you pay.
4. Floors covered, mess cleaned before you leave.
5. Licensed, insured, and you see the permit.

TAGLINE OPTIONS

"Answered within the hour."

"Your quote tomorrow. Your power back on schedule."

"Licensed, local, and quick to call back."

WHO IT IS FOR

Homeowners with a specific job: panel upgrade, EV charger, renovation wiring. Property managers who need a dependable trade.

STOP SAYING

- → "Quality electrical services." Every competitor says it.
- → "Family owned and operated." True, but not a reason to choose.
- → "Competitive prices." Invites haggling.

PROVE IT WITH

- → Your 4.8 rating, shown on the homepage.
- → Real photos of finished panels and chargers.
- → The reply promise under your name, everywhere.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

10 / OPPORTUNITY SCORECARD

Five fixes clear the line.

Eight leaks were scored. The top five are in this plan. The rest are noted, with reasons.

RANKED LEAKS

Points = impact + urgency + (6 minus effort), out of 15

#	OPPORTUNITY	WHAT THE EVIDENCE SHOWS	IMP	URG	EFF	DEP	CONFIDENCE	POINTS
1	**Enquiry response**	60% of enquiries are calls. Missed calls get no reply until evening.	5	5	2	1	LOW	**14**
2	**Quote follow-up**	15 of 20 lost quotes never got a second message.	5	5	2	1	HIGH	**14**
3	**Google profile and reviews**	31 reviews against a competitor median of 114. 6 requests on 57 jobs.	4	4	1	1	HIGH	**13**
4	**Positioning and homepage**	No prices, no promise, stock photos. Nothing says why you.	4	3	2	2	MEDIUM	**11**
5	**Instant price range**	Every quote waits for a visit, even for common jobs.	4	2	2	3	MEDIUM	**10**

BELOW THE LINE: NOT IN THIS PLAN

#	OPPORTUNITY	WHAT THE EVIDENCE SHOWS	IMP	URG	EFF	DEP	CONFIDENCE	POINTS
6	**Online booking**	Dates agreed by text. Customers rarely complain.	2	2	3	3	LOW	**7**
7	**Same-day invoicing**	Slow cash, but not where customers leak.	2	2	2	1	HIGH	**8**
8	**Full website rebuild**	The site works on a phone. Copy and photos are the gap, not the build.	2	1	5	2	LOW	**4**

THE SCALES

- → **Impact:** customers and revenue it wins back.
- → **Urgency:** what it costs each week it waits.
- → **Effort:** work to build. 5 is hardest.
- → **Dep:** things that must be true first.
- → **Confidence:** how well the evidence backs the scores.

MORE INFORMATION NEEDED

? OPEN

- → Row 1: nobody has counted missed calls. Count them for one week before building.
- → Row 5: needs your prices for the five most common jobs.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

10 / HOW THE RANKING WORKS

Rank is not sequence.

Points set priority. Dependencies set the order of work.

WORKED EXAMPLE

Quote follow-up, rank 2

5	+	5	+	4	=	14
IMPACT		URGENCY		EASE		POINTS

Ease flips effort so that less work scores higher: 6 minus an effort of 2 is 4. Rows 1 and 2 tie at 14 points. Enquiry response ranks first because more people leak there, even though the evidence is weaker.

ORDER OF WORK

Set by dependencies

ORDER	OPPORTUNITY	NEEDS FIRST	START
1	**Quote follow-up** Rank 2	A list of open quotes from your sent mail. Nothing else.	READY
2	**Enquiry response** Rank 1	One week of missed-call counts. A phone plan that supports text-back.	CHECK
3	**Google profile and reviews** Rank 3	Your review link and a list of the last 12 months of customers.	READY
4	**Positioning and homepage** Rank 4	Your sign-off on the promises in section 9. Ten photos of your work.	CHECK
5	**Instant price range** Rank 5	The new homepage live (order 4) and your prices for five common jobs.	WAITS

READY Can start now CHECK Confirm a prerequisite first WAITS Needs an earlier fix live

CONSIDERED, NOT RECOMMENDED NOW

Online booking

Low points. Revisit at day 60 if quotes are being accepted faster.

Same-day invoicing

Worth doing for cash flow, but customers don't leak here.

Full website rebuild

The site works. Fix the words and photos first.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

11 / FIX 1 OF 5

Enquiry response

Every caller gets a reply within the hour, even when you're on a ladder.

PRIORITY, RANK 1	OWNER ROLE	SETUP, ONCE	JOBS WON, 90 DAYS
14 points	Owner	4 h	2

ESTIMATE

THE PROBLEM

? OPEN

60% of enquiries come by phone, often while you are on site. Missed calls are not counted. Written replies wait for the evening, and callers try the next name.

WHAT IT SHOULD DO

A missed call sends a text within a minute with a callback time. Form enquiries get the same. Every enquiry lands in one list, and you call back at set times.

HOW IT RUNS

Person: by hand. Rule: a tested setting. Approval: you check first.

#	STEP	WHO	TYPE
1	Count missed calls for one week. Tally the time and whether the caller was known.	You	PERSON
2	A missed call sends a text from the business number with a callback time.	Phone plan	RULE
3	A form enquiry gets an automatic reply with the same callback time.	Website form	RULE
4	Every enquiry is added to the enquiry list: who, how, date, what they asked.	You	PERSON
5	Call back at noon and at end of day. Mark the outcome.	You	APPROVAL

TOOLS AND WHAT MUST COME FIRST

Business mobile plan Text-back, if offered	CHECK
Website form Reply to the sender	HAVE
Enquiry list One row per enquiry	BUILD

RISKS AND HOW TO LIMIT THEM

- → **Customers prefer a call.** The text promises a call at a set time. It never pushes an app.
- → **Promising a time you can't keep.** Pick callback times you will be free.
- → **Texting people who didn't contact you.** Reply only to people who called or wrote.

HOW YOU WILL KNOW IT WORKS

Targets are estimates. Results are not promised.

MEASURE	TODAY	TARGET, DAY 90	TODAY IS
Time to first reply	Evening or next day	Within 1 working hour	CLIENT
Missed calls a week	Not counted	Counted from week 1	? OPEN
Enquiries in one list	Three places	All of them	CLIENT

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

11 / FIX 2 OF 5

Quote follow-up

Every quote gets two short follow-ups, so nobody goes quiet by accident.

PRIORITY, RANK 2	OWNER ROLE	SETUP, ONCE	JOBS WON, 90 DAYS
14 points	Owner	5 h	3

ESTIMATE

THE PROBLEM

VERIFIED

5 of 44 quotes got a second message in 90 days. Of the 20 not accepted, 15 never heard from you again.

WHAT IT SHOULD DO

A saved quote template, a follow-up date set when you send, and two short messages on days 3 and 10. Each asks one question.

HOW IT RUNS

Person: by hand. Rule: a tested setting. Approval: you check first.

#	STEP	WHO	TYPE
1	Send the quote from the saved template, with the price edited for the job.	You	PERSON
2	Add calendar reminders for day 3 and day 10, titled with the customer and price.	You	PERSON
3	The reminder appears. Check the customer hasn't replied.	Calendar	RULE
4	Edit the saved follow-up with the name and job, then send.	You	APPROVAL
5	After day 10, mark the quote closed in the quote log.	You	PERSON

TOOLS AND WHAT MUST COME FIRST

Email suite	Saved messages	HAVE
Calendar	Day 3 and 10 reminders	HAVE
Quote log	One row per quote	BUILD

RISKS AND HOW TO LIMIT THEM

- → **Messages feel pushy.** Two at most. Each asks one question.
- → **Reminders ignored on busy days.** A 15-minute review on Tuesday and Thursday.
- → **The log falls out of date.** Add the row when you send, not afterwards.

HOW YOU WILL KNOW IT WORKS

Targets are estimates. Results are not promised.

MEASURE	TODAY	TARGET, DAY 90	TODAY IS
Quotes with a second message	5 of 44 (11%)	About 90%	VERIFIED
Quotes accepted	24 of 44 (55%)	Watch only	VERIFIED
Days to send a quote	2 (median)	1 working day	VERIFIED

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

11 / FIX 3 OF 5

Google profile and reviews

Most customers meet you on Google first. Make that first look win.

PRIORITY, RANK 3
13 points

OWNER ROLE
Owner

SETUP, ONCE
3 h

JOBS WON, 90 DAYS
1

ESTIMATE

THE PROBLEM

VERIFIED

31 reviews against a competitor median of 114. Six review requests went out on 57 jobs. The profile has no photos of your work.

WHAT IT SHOULD DO

A review request two days after each good job, 20 real photos on the profile, one post a week, and a reply to every review.

HOW IT RUNS

Person: by hand. Rule: a tested setting. Approval: you check first.

#	STEP	WHO	TYPE
1	Upload 20 photos of finished work. Panels, chargers, clean job sites.	You	PERSON
2	Add services, prices from, and your reply promise to the profile.	You	PERSON
3	Two days after payment, a reminder says: send the review request.	Calendar	RULE
4	Send the request only if the job went well. Edit the name.	You	APPROVAL
5	Reply to every new review within a week.	You	PERSON

TOOLS AND WHAT MUST COME FIRST

Google profile Photos, services, posts	HAVE
Review link Copied once	HAVE
Customer list Name, job, date	BUILD

RISKS AND HOW TO LIMIT THEM

- → **Asking an unhappy customer.** You decide in step 4. Call instead.
- → **Offering anything for a review.** Never. Platforms forbid it.
- → **Stopping after a few weeks.** It compounds. Keep it running.

HOW YOU WILL KNOW IT WORKS

Targets are estimates. Results are not promised.

MEASURE	TODAY	TARGET, DAY 90	TODAY IS
Review requests sent	6 of 57 (11%)	About 70% of jobs	VERIFIED
Total reviews	31	Watch only	VERIFIED
Photos on profile	3	20 or more	VERIFIED

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

11 / FIX 4 OF 5

Positioning and homepage

Say the promise where strangers decide, in the first five seconds.

PRIORITY, RANK 4	OWNER ROLE	SETUP, ONCE	JOBS WON, 90 DAYS
11 points	Owner	6 h	Watch

ESTIMATE

THE PROBLEM

VERIFIED

The homepage says 'quality electrical services', like every competitor. No prices, no promise, stock photos. A stranger has no reason to pick you.

WHAT IT SHOULD DO

A homepage that leads with the promise from section 9, shows real work and your rating, gives price ranges for common jobs, and makes calling or texting one tap.

HOW IT RUNS

Person: by hand. Rule: a tested setting. Approval: you check first.

#	STEP	WHO	TYPE
1	Confirm the promises and tagline in section 9.	You	APPROVAL
2	Pick 10 photos of your own work.	You	PERSON
3	Rewrite the homepage from the outline in guide 4.	You or web person	PERSON
4	Put the reply promise under your name on the site and profile.	You	PERSON
5	Test the page on a phone: call and text in one tap.	You	APPROVAL

TOOLS AND WHAT MUST COME FIRST

Website Edit access	HAVE
Photos From your phone	HAVE
Web person Optional, 2 to 4 hours	CHECK

RISKS AND HOW TO LIMIT THEM

- → **Promising what you can't keep.** Only publish promises you already meet.
- → **Changing everything at once.** Copy and photos first. Design later.
- → **Prices that go stale.** Show 'from' prices. Review each quarter.

HOW YOU WILL KNOW IT WORKS

Targets are estimates. Results are not promised.

MEASURE	TODAY	TARGET, DAY 90	TODAY IS
Homepage states a clear promise	No	Yes	VERIFIED
Real photos on homepage	0	10	VERIFIED
Form and call enquiries a month	About 23	Watch only	CLIENT

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

11 / FIX 5 OF 5

Instant price range

Give people a ballpark before they call, so the call is already warm.

PRIORITY, RANK 5	OWNER ROLE	SETUP, ONCE	JOBS WON, 90 DAYS
10 points	Owner	4 h	Watch

ESTIMATE

THE PROBLEM

CLIENT

Every price waits for a visit or a call, even for jobs you price the same way every time. People who want a ballpark leave.

WHAT IT SHOULD DO

A short price-range table on the website for your five most common jobs, with a 'send photos for a fixed quote' button underneath.

HOW IT RUNS

Person: by hand. Rule: a tested setting. Approval: you check first.

#	STEP	WHO	TYPE
1	List your five most common jobs and your real price ranges.	You	PERSON
2	Add the table to the homepage or a services page.	You or web person	PERSON
3	Add 'send photos for a fixed quote within a day' below it.	You	PERSON
4	Photo requests land in the enquiry list from fix 1.	Website form	RULE
5	Review prices each quarter.	You	APPROVAL

TOOLS AND WHAT MUST COME FIRST

Website Edit access	HAVE
Price list Five jobs	BUILD
Enquiry list From fix 1	CHECK

RISKS AND HOW TO LIMIT THEM

- → **Customers treat a range as a promise.** Say 'from' and 'fixed after photos or a visit'.
- → **Prices drift.** A quarterly calendar reminder.
- → **Underpricing to look cheap.** Use what you actually charge.

HOW YOU WILL KNOW IT WORKS

Targets are estimates. Results are not promised.

MEASURE	TODAY	TARGET, DAY 90	TODAY IS
Price ranges shown	None	Five common jobs	CLIENT
Photo quote requests a month	0	Watch only	CLIENT
Quotes sent within a day	Not tracked	Watch only	? OPEN

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

12 / TOOLS AND COSTS

About $25 more a month at most.

Nothing big to buy. Most of the cost is your time, about 22 hours once.

KEEP, CONNECT, CHECK

One decision per tool, with the reason

TOOL	USED FOR TODAY	DECISION	WHY
Email and calendar suite	Quotes, replies, reminders.	KEEP	Holds saved messages and reminders for fixes 1, 2 and 3. Nothing to buy.
Business mobile plan	All calls and texts. Missed calls not logged.	CHECK	Missed-call text-back is included on some plans, an add-on on others.
Website and form	About a quarter of enquiries.	CONNECT	Turn on the reply to sender. New homepage copy and photos.
Google business profile	Where most customers find you.	CONNECT	Photos, services, posts and the review link.
Job spreadsheet	Job list with dates.	KEEP	Add three tabs: enquiries, quotes, customers. No new software.
Booking or CRM app	Not used.	NOT NOW	Revisit at day 90 if the lists get too slow to keep.

EFFORT AND PAYBACK

Estimates

FIX	SETUP	NEW SOFTWARE	JOBS WON, 90 DAYS	
Enquiry response	4 h	$0 to $10 a month	About 2	ESTIMATE
Quote follow-up	5 h	None	About 3	ESTIMATE
Google profile and reviews	3 h	None	About 1, growing	ESTIMATE
Positioning and homepage	6 h	$0, or a web person	Watch only	ESTIMATE
Instant price range	4 h	None	Watch only	ESTIMATE
All five	**22 h**	**$0 to $25 a month**	**About 6 in 90 days**	

ONE JOB PAYS FOR IT

At $1,150 an average job, one extra job covers four years of new software. The real cost is 22 hours of your time, spread over 30 days.

NOT YET KNOWN

? OPEN

- → Whether your phone plan includes missed-call text-back, and at what price.
- → Whether you want a web person for fix 4, at about 2 to 4 hours.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

13 / GUIDE 1 OF 5

Build enquiry response.

Count first, build second. Step 2 is a decision point.

STEPS, IN ORDER

About 4 hours of work. Minutes are estimates.

#	STEP	MIN
	SET UP	
1	**Count missed calls for a week** Tally the time and whether the caller was known. Change nothing else.	30
2	**Decide from the count** Under 3 a week: record a voicemail with callback times and stop. 3 or more: continue.	20
3	**Ask your provider** Is missed-call text-back included or an add-on, and at what price?	30
4	**Turn on the text** Use the wording on the right. Always give a callback time.	45
5	**Set the form reply** Turn on the reply to sender with the same callback time.	30
6	**Build the enquiry list** A tab with date, how it arrived, name, number, what they asked, outcome.	30
	TEST	
7	**Test the text-back** Call your number from a friend's phone and let it ring out.	20
	HAND OFF	
8	**Set callback times** Calendar blocks at noon and end of day. Tell regular customers.	35

BEFORE YOU START

- ☐ Sign-in to your phone provider
- ☐ Admin access to the website form
- ☐ A week to count calls
- ☐ A friend's phone to test with

TEXT-BACK WORDING

Hi, you called Your Company a moment ago and I couldn't pick up. I'm on a job. I'll call you back by [time]. If it's urgent, reply here.

Edit it so it sounds like you. Read it before anything is sent.

MISTAKES TO AVOID

- → Building text-back before counting calls.
- → Promising a callback time you can't keep.
- → Texting people who didn't contact you.

DONE WHEN

- ☐ One week of counts exists
- ☐ A test call got a text
- ☐ Every enquiry this week is in the list

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

13 / GUIDE 2 OF 5

Build quote follow-up.

A quote template, a quote log and a reminder routine. One afternoon, then a short second session.

STEPS, IN ORDER

About 5 hours of work. Minutes are estimates.

#	STEP	MIN
	SET UP	
1	**Make the quote template** Your common quote once: price lines, what's included, expiry 14 days out.	60
2	**List the open quotes** Search sent mail for the last 30 days. Add each to the quote log.	45
3	**Write two follow-ups** One for day 3, one for day 10. Each asks one question.	45
4	**Create the routine** A 15-minute block on Tuesday and Thursday evenings.	30
	TEST	
5	**Try it on three open quotes** Send the day 3 message. Check name, price and tone.	45
	HAND OFF	
6	**Start with the next quote** Add day 3 and day 10 reminders in the same sitting.	20
7	**Review after two weeks** Count second messages against quotes sent. Edit wording if replies feel flat.	40

BEFORE YOU START

- [ ] Access to your sent mail
- [ ] The last 90 days of quotes
- [ ] A calendar you open daily
- [ ] One unbroken hour

STARTER WORDING

Hi [Name], I sent you a quote for [job] on [date]. Does it still fit what you had in mind? I can adjust the scope or the timing. [Your name]

Edit it so it sounds like you. Read it before anything is sent.

MISTAKES TO AVOID

- → Writing a sales push. Ask one question and stop.
- → Skipping the quote log.
- → Chasing past day 10. Close the quote instead.

DONE WHEN

- [ ] Every new quote has day 3 and 10 reminders
- [ ] The log holds all open quotes
- [ ] Three test messages read correctly

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

13 / GUIDE 3 OF 5

Build your Google profile and reviews.

Photos and services first, then a review request after every good job.

STEPS, IN ORDER

About 3 hours of work. Minutes are estimates.

#	STEP	MIN
	SET UP	
1	**Get your review link** From your business profile, copy the link that opens the review box.	10
2	**Upload 20 photos** Finished panels, chargers, clean job sites. Your own work only.	45
3	**Fill in services** Each service with a 'from' price and your reply promise.	30
4	**Write the request** Two sentences and the link. Nothing offered in return.	20
5	**Build the customer list** Name, job, date. Start with the last 12 months.	45
	TEST	
6	**Send to two friendly customers** Ask if the wording was clear and the link worked.	15
	HAND OFF	
7	**Add the reminder** When a job is paid, a reminder two days later: send the request.	15

BEFORE YOU START

- ☐ Owner access to your Google profile
- ☐ 20 photos on your phone
- ☐ A rough list of past customers
- ☐ A spreadsheet tab for the list

REVIEW REQUEST WORDING

Hi [Name], thank you for having me do [job]. If you were happy with the work, a short review helps other homeowners find me: [link]. No problem at all if not.

Edit it so it sounds like you. Read it before anything is sent.

MISTAKES TO AVOID

- → Asking after a job that went badly. Call instead.
- → Offering a discount for a review.
- → Uploading stock photos.

DONE WHEN

- ☐ 20 photos are live
- ☐ The request was tested with two people
- ☐ A reminder follows every paid job

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

13 / GUIDE 4 OF 5

Rewrite your homepage.

The promise first, proof second, one-tap contact everywhere.

STEPS, IN ORDER

About 6 hours of work. Minutes are estimates.

#	STEP	MIN
	SET UP	
1	**Confirm your promises** Sign off the statement and promises in section 9.	30
2	**Pick 10 photos** Before and after where you have them.	45
3	**Write the hero** Headline, one line under it, call and text buttons. Use the outline on the right.	60
4	**Write the sections** Promises, services with 'from' prices, reviews, service area, about you.	120
	TEST	
5	**Phone test** Open it on a phone. Call and text must be one tap. Read it aloud.	30
	HAND OFF	
6	**Match your profile** Put the same promise on your Google profile and email signature.	30
7	**Ask three customers** Would this make you call? Change what they stumble on.	45

BEFORE YOU START

- ☐ Edit access to your website
- ☐ Section 9 signed off
- ☐ 10 photos
- ☐ Your 'from' prices

HOMEPAGE OUTLINE

Headline: Answered within the hour. Licensed electrician in [area]. Under it: written quotes within a day, 4.8 stars from 31 neighbours. Buttons: Call, Text a photo. Then: the promises, services with prices from, real photos, reviews, about you.

Edit it so it sounds like you. Read it before anything is sent.

MISTAKES TO AVOID

- → Leading with 'quality' or 'family owned'.
- → Burying the phone number.
- → Changing the design before the words.

DONE WHEN

- ☐ The promise is the first thing you read
- ☐ Call and text work in one tap
- ☐ Three customers have read it

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

13 / GUIDE 5 OF 5

Add an instant price range.

Start after the new homepage is live. Ranges for your five most common jobs.

STEPS, IN ORDER

About 4 hours of work. Minutes are estimates.

#	STEP	MIN
	SET UP	
1	**Pick five jobs** The ones people ask about most: panel, charger, pot lights, outlets, inspection.	30
2	**Set real ranges** From your last 20 invoices. Low and typical, not best case.	60
3	**Build the table** Job, 'from' price, typical time. Under it: send photos for a fixed quote.	60
	TEST	
4	**Check against invoices** Would 8 of your last 10 jobs fall inside the range?	30
5	**Send yourself a photo request** Confirm it reaches the enquiry list.	15
	HAND OFF	
6	**Set a quarterly reminder** Review prices each quarter.	10

BEFORE YOU START

- [ ] The new homepage live
- [ ] Your last 20 invoices
- [ ] Edit access to the website
- [ ] The enquiry list from guide 1

PRICE TABLE WORDING

Common jobs, prices from: Panel upgrade from $[x]. EV charger install from $[x]. Pot lights from $[x] each. Every price is fixed in writing after photos or a visit, within one working day.

Edit it so it sounds like you. Read it before anything is sent.

MISTAKES TO AVOID

- → Showing best-case prices.
- → Too many jobs. Five is enough.
- → Forgetting to review prices.

DONE WHEN

- [ ] Five jobs show a 'from' price
- [ ] 8 of 10 past jobs fall in range
- [ ] A photo request reached the list

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

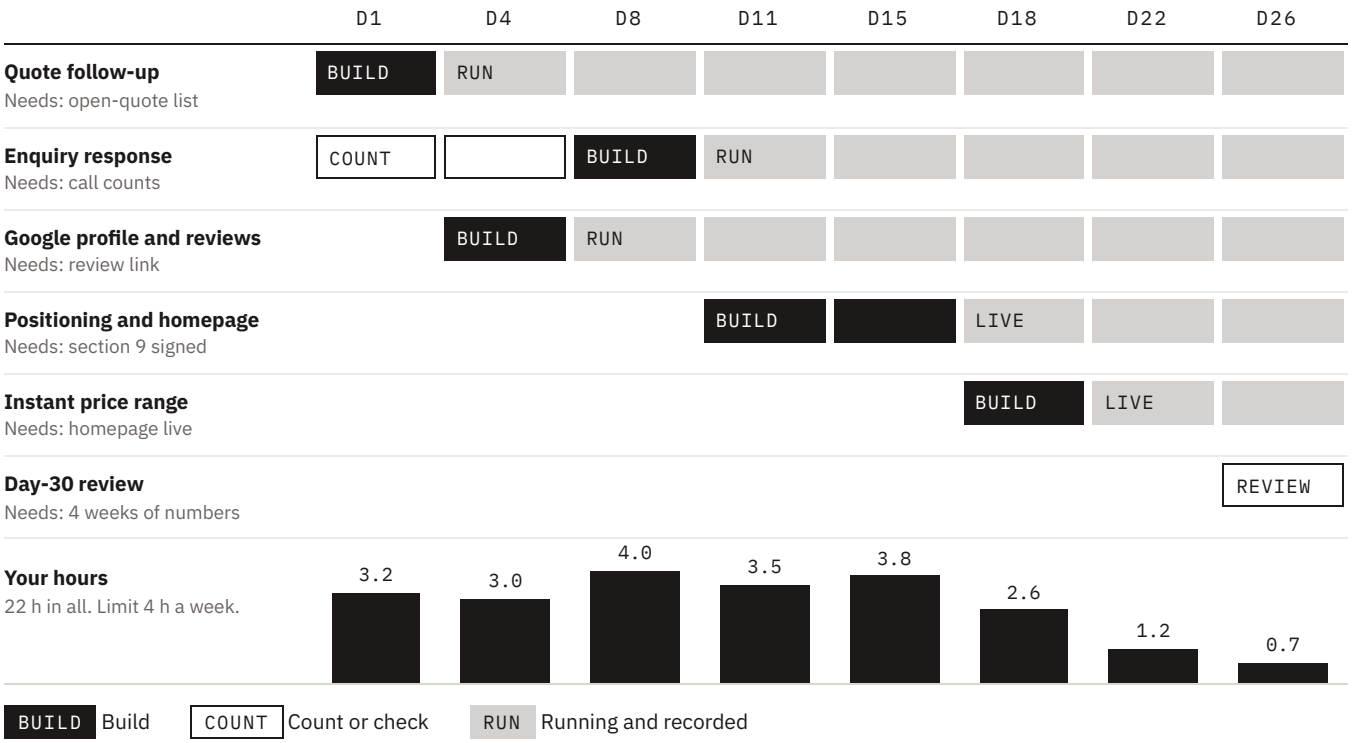
14 / 30-DAY ACTION PLAN

Thirty days, about four hours a week.

One fix at a time, in the order of work. Each starts after the last is tested.

THIRTY DAYS, IN HALF-WEEKS

Day 1 starts Monday 23 November 2026



PHASES AND WHAT MUST BE TRUE BEFORE THE NEXT ONE

PHASE	DAYS	MOVE ON WHEN
1. Quotes	1 to 7	Template saved. Every open quote has had a follow-up. Call count started.
2. Replies and reviews	8 to 14	Text-back tested or greeting recorded. 20 photos live. Five review requests sent.
3. Homepage	15 to 21	New homepage live. Three customers have read it.
4. Prices and review	22 to 30	Price table live. Day-30 numbers recorded on page 25. Keep, change or stop each fix.

If a week slips, move every later bar right. Hours and dates are estimates and yours to edit.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

15 / MEASUREMENT

Ten numbers. Recorded, not promised.

Record at day 30, 60 and 90. Starting values come from your records. No results yet.

NUMBERS TO RECORD

Starting values are from your records. The rest is for you to fill in.

MEASURE	START	START IS	D30	D60	D90	TARGET
ACTIVITY Counted from your own records						
Quotes with a second message	5 of 44 (11%)	VERIFIED				About 90%
Review requests sent	6 of 57 (11%)	VERIFIED				About 70%
Missed calls counted	Not counted	? OPEN				Counted weekly
Photos on Google profile	3	VERIFIED				20 or more
SPEED How fast customers hear from you						
Time to first reply	Evening or next day	CLIENT				Within 1 hour
Days to send a quote	2 (median)	VERIFIED				1 working day
OUTCOMES Watch these. Do not claim them						
Enquiries a month	About 23	VERIFIED				Watch only
Quotes accepted	24 of 44 (55%)	VERIFIED				Watch only
Total Google reviews	31	VERIFIED				Watch only
Choosability score	36 of 100	ESTIMATE				Re-score at day 90

HOW TO READ IT

- → Activity rows show what you did. You control them.
- → Speed rows show how fast customers hear back.
- → Outcome rows are watched, not claimed. Many things move them.

WHAT THIS PAGE CANNOT SHOW

? OPEN

- → Whether a follow-up caused a quote to be accepted.
- → Lifetime value. That takes years to see.
- → Days you did not record. A blank stays blank.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

16 / NEXT STEPS

Start with the quotes.

The guides in section 13 are enough to do it yourself. Help is optional.

START HERE

Three moves. None needs new software.

TODAY

Search your sent mail. List every quote older than 7 days with no reply.

About 30 minutes

THIS WEEK

Follow guide 2. Send each open quote the day 3 message.

About 3 hours

THIS WEEK

Start counting missed calls for guide 1. Upload 20 photos for guide 3.

About 1 hour

WHO THIS IS FOR

Owner-run businesses where people show interest but too few become booked jobs.

- → Calls and messages wait while you work.
- → Quotes go out and go quiet.
- → Your work is better than your shop window.

TWO ROUTES

- → **Do it yourself.** Use the guides in section 13. Most owners finish in 30 days at about 4 hours a week.
- → **Done for you.** LEAKPRÜF positions, brands and builds it in 7 days, then proves it over 30.

WHAT THE REPORT INCLUDES

$545, one time, plus tax. Delivered as a PDF.

- → Your choosability score across eight stages.
- → The leak in dollars, with every input shown.
- → A comparison with four local competitors.
- → Your positioning, written out.
- → Five ranked fixes, each with a step-by-step guide and ready wording.
- → A 30-day action plan and the numbers to record.

REPORT TERMS

TURNAROUND: 5 business days after the screen-share and your materials are in

INTAKE: A short form, then exports and screenshots we request

CALLS INCLUDED: One hour-long screen-share

QUESTIONS: One round of follow-up questions by email within 14 days

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

16 / DONE-FOR-YOU PATH

Or have us build it.

Optional. The report is complete without it.

PRICES

CAD, plus tax

THIS REPORT

$545 ONE TIME

Delivered as a PDF.

THE 30-DAY SPRINT

Custom Quote

Priced from what your leaks cost you. Most is paid to start, the rest with your day-30 report. If it won't pay for itself within 3 months, we'll tell you.

THEN, EVERY MONTH

Optimize

Care, month to month. Growth, 3-month minimum. Scale, 6-month minimum. Priced as a share of your sprint.

REPORT CREDIT

The full $545 is credited toward your first sprint payment if you start within 30 days of receiving this report.

AT A GLANCE

	DO IT YOURSELF	DONE FOR YOU
Who builds it	You, with the guides in section 13.	LEAKPRÜF, live in 7 days.
Positioning and brand	Written for you in section 9.	Researched, written and designed: logo, colours, voice.
Website	You edit your homepage.	A new site with instant quotes, booking and follow-up built in.
Proof	You record the numbers.	We track every enquiry and deliver a day-30 report.
After day 30	You keep it running.	Care, Growth or Scale, with a leak report every month.

THE SPRINT, WEEK BY WEEK

- → Week 1: research, positioning, brand, site live.
- → Week 2: launch and track every enquiry.
- → Week 3: fix where people drop off.
- → Week 4: day-30 report and a recommended plan.

TERMS AND CONTACT

- → The first payment is non-refundable once work starts.
- → Care is month to month. Growth has a 3-month minimum, Scale a 6-month minimum.
- → Questions: email William at hello@undrscr.studio.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

17 / APPENDIX A: SOURCES AND LIMITS

What this report rests on.

A figure you doubt can be traced to a source below, or is marked as an estimate.

SOURCES

Every figure traces to one of these, or is marked as an estimate

ID	SOURCE	WHAT IT GAVE	DATE	BASIS
S1	**Intake form**	Business details, goals, limits, tools in use	12 Nov 2026	CLIENT
S2	**Screen-share, 60 min**	Each journey stage as it runs, a real enquiry walked through	14 Nov 2026	CLIENT
S3	**Quote and invoice exports**	Quotes sent and accepted, days to send, average job, 90 days	14 Nov 2026	VERIFIED
S4	**Your Google profile**	Reviews, rating, photos, last review date	19 Nov 2026	VERIFIED
S5	**Your website**	Homepage copy, prices, contact options, phone test	19 Nov 2026	VERIFIED
S6	**Four competitor profiles and sites**	The comparison on page 9	19 Nov 2026	VERIFIED

ASSUMPTIONS REGISTER

Treated as true. Check each one when you can.

ID	ASSUMPTION	HOW TO CHECK IT
A1	The last 90 days are a normal season.	Compare with the same 90 days last year.
A2	A customer hires you about three times over five years, including referrals.	Count repeat names in two years of invoices.
A3	Follow-up wins back 1 in 5 unchased quotes.	Record replies from day 1. Re-run the model at day 90.
A4	Customers accept texts from the business number.	Ask three recent customers.

HOW THE NUMBERS WERE MADE

- → Points are impact plus urgency plus (6 minus effort), out of 15.
- → The choosability score weights 39 checks by how much each costs you.
- → The dollar model shows every input on page 8.

LIMITS OF THIS REPORT

? OPEN

- → It advises from what you supplied and what is public.
- → It makes no claim that a fix will cause a result.
- → Tool features and prices change. Check before you buy.
- → Nothing here is legal, tax or accounting advice.

SAMPLE REPORT. FICTIONAL BUSINESS AND ILLUSTRATIVE DATA.

17 / APPENDIX B: GLOSSARY

Plain words for the terms.

Where a word has a narrow meaning in this report, this is it.

TERMS USED IN THIS REPORT

Choosability score	How easy you are to find, choose, reach and book, out of 100.
Customer journey	The eight stages from first search to repeat job.
Leak	A point where interested people stop moving forward.
Lifetime value	What a customer is worth over all the jobs and referrals they bring.
Positioning	The reason a customer should pick you over the next option.
Evidence tag	A label on a figure: Verified, Client, Estimate, Assumed or Open.
Impact	How much a fix wins back in customers and revenue, from 1 to 5.
Urgency	What waiting costs each week, from 1 to 5.
Effort	Work to build a fix, from 1 (small) to 5 (large).
Dependency	Something that must be true or running before a fix can start.
Rule	A saved setting or template that runs once set up and tested.
Text-back	An automatic text sent when a call is missed.

CHECKED BY A PERSON BEFORE ISSUE

- ☐ Every count was re-run from the exports.
- ☐ Competitor details were checked on the date shown.
- ☐ Every figure has an evidence tag. No estimate is shown as proof.
- ☐ No claim that a fix will cause a result.
- ☐ Prices and features were checked, or marked as estimates.

DOCUMENT CONTROL

REPORT ID	RLR-SAMPLE-001
VERSION	2.0, sample
ISSUED	21 November 2026
PREPARED BY	LEAKPRÜF
REVIEWED BY	A person, before issue
NEXT REVIEW	Day 90 of the plan