

THE ULTIMATE HOME SERVICE GROWTH PLAYBOOKS

*7 PROVEN SYSTEMS THAT HAVE
ADDED \$250K–\$1M FOR \$1M–\$10M
HOME SERVICE BUSINESSES*



USED BY 100+ COMPANIES / AVG CLIENT GROWTH: 27%



HOW THESE 7 PLAYBOOKS WERE BUILT

Last year, our average client **grew between \$250,000 and \$1 million in revenue.**

We only work with home service businesses between \$1M and \$10M, so we wanted to understand exactly what was driving that growth.



When we looked at the data, it wasn't random.

It came down to a small number of repeatable systems.

For example:

- One company implemented Playbook #2 and unlocked an additional \$288,000
- Another implemented Playbook #4 and generated \$263,000 in new revenue

After analyzing hundreds of home service businesses, we found that growth consistently came from the same 7 playbooks.

If you're trying to grow from
\$1M to \$3M...
or from \$3M to \$10M...

It's not about doing more.

It's about fixing the
right system.



WHY THIS WORKS...

Before starting Phlash Consulting, I was the Director of Business Development at a \$2.7M home service business.

We grew that company to \$5M in 24 months and eventually sold to private equity.

During that process, I sat down with the buyer and got asked three simple questions:

- How do you consistently generate new customers?
- How do you convert more of your leads into sales?
- How do you turn past customers into repeat revenue?

Those three questions became the foundation for everything we do.

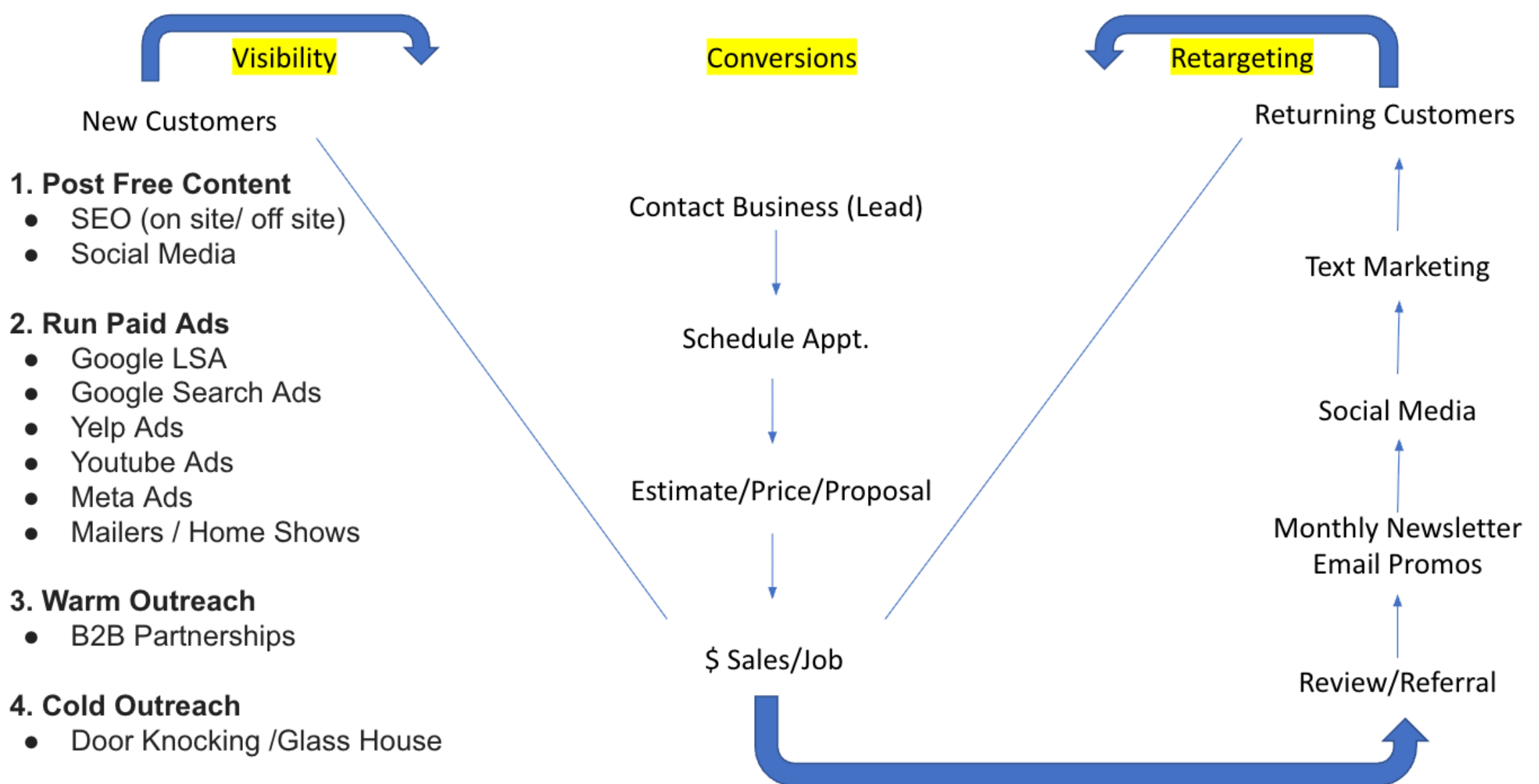
Shortly after, we applied the same systems to a \$3M HVAC company and helped them scale to \$8M in 36 months, also leading to a private equity exit.

These 7 playbooks come directly from that experience.

DO IT RIGHT



THE 3 AREAS THAT DRIVE GROWTH



Every home service business grows through three core systems:



Getting new
customers



Converting leads
into revenue



Bringing past
customers back

THE 7 PLAYBOOKS BELOW ARE BUILT AROUND THESE THREE AREAS.



THE

7

PLAYBOOKS

The Call-to-Content System . Performance Feedback
Ad Framework . The Partner Pipeline Builder
Two-Step Revenue Email System . Text Reactivation
The On-Demand Reactivation Text Campaign . Quote-to-Close Playbook



PLAYBOOK #1

THE CALL-TO-CONTENT SYSTEM

IF YOUR SEO LOOKS FINE BUT LEADS ARE DROPPING, THIS IS WHY.

THIS IS YOUR BOTTLENECK IF:

- Your SEO rankings look fine... but your leads aren't growing
- You're creating content, but it's not turning into real revenue
- You're tired of guessing what content to create and want to show up in Google and AI platforms like ChatGPT

HOW THIS PLAYBOOK WORKS:

- Pull call transcripts weekly
- Turn real questions into one-question content pieces
- Publish as an answer engine (blog + video + GBP)

The Playbook That Will Unlock Your Next Stage of Growth is...

"The Call To Content System"

If your SEO looks fine but leads are dropping, this is why.



Want help implementing this in your business?

GET YOUR CUSTOM GROWTH PLAN

FOR \$1M-\$10M HOME SERVICE BUSINESSES



PLAYBOOK #2

THE PERFORMANCE FEEDBACK AD FRAMEWORK

IF YOU KNOW WHAT YOU SPEND BUT NOT WHAT YOU MAKE,
YOU HAVE A GUESSING PROBLEM.

THIS IS YOUR BOTTLENECK IF:

- You're spending on ads but don't know your exact ROI
- You're getting leads, but not tracking revenue by source
- You're making marketing decisions based on gut feeling

HOW THIS PLAYBOOK WORKS:

- Dedicated landing pages with tracking
- CRM source integrity
- Monthly ROAS reporting (spend → leads → revenue)

The Playbook That Will Unlock Your Next Stage of Growth is... "The Performance Feedback Ad Framework"

If you know what you spend but not what you make, you have a guessing problem.



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PLAYBOOK #3

THE PARTNER PIPELINE BUILDER

REFERRALS ARE EVERYONE'S #1 LEAD SOURCE BUT FOR MOST, THEY'RE RANDOM

THIS IS YOUR BOTTLENECK IF:

- You rely on referrals but they come in randomly
- Some months are great... and some are completely dry
- You don't have a system to generate referrals consistently

HOW THIS PLAYBOOK WORKS:

- Identify complementary partners already serving your ideal customers
- Start simple outreach to open referral conversations
- Build a system to nurture and incentivize those relationships

The Playbook That Will Unlock Your Next Stage of Growth is... "The Partner Pipeline Builder"

Referrals are everyone's #1 lead source but for most, they're random



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PLAYBOOK #4

THE TWO-STEP REVENUE EMAIL SYSTEM

IF YOU HAVE THOUSANDS OF PAST CUSTOMERS BUT RARELY EMAIL THEM, YOU'RE OVERPAYING FOR GROWTH.

THIS IS YOUR BOTTLENECK IF:

- You're constantly paying for new leads
- You rarely follow up with past customers
- Your CRM is full of contacts but not generating revenue

HOW THIS PLAYBOOK WORKS:

- Send one simple, relevant email to your list every month
- Track engagement (opens, clicks, replies)
- Follow up with interested contacts to book jobs

The Playbook That Will Unlock Your Next Stage of Growth is... "The Two-Step Revenue Email System"

If you have thousands of past customers but rarely email them, you're overpaying for growth.



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PLAYBOOK #5

THE ON-DEMAND REACTIVATION TEXT CAMPAIGN

IF YOUR SCHEDULE GETS LIGHT AND YOUR ONLY MOVE IS 'SPEND MORE ON ADS,' YOU'RE MISSING AN EASIER LEVER.

THIS IS YOUR BOTTLENECK IF:

- Your schedule has slow weeks or empty spots
- Your go-to solution is increasing ad spend
- You need jobs fast but ads take too long

HOW THIS PLAYBOOK WORKS:

- Segment CRM by city/service
- Simple yes/no offer
- Immediate booking workflow

The Playbook That Will Unlock Your Next Stage of Growth is... "The On-Demand Reactivation Text Campaign"

If your schedule gets light and your only move is 'spend more on ads,' you're missing an easier lever.



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PLAYBOOK #6

THE SPEED-TO-SALE FOLLOW-UP ENGINE

IF LEADS COME IN NIGHTS/WEEKENDS AND YOU FOLLOW UP MONDAY, YOU'RE DONATING REVENUE.

THIS IS YOUR BOTTLENECK IF:

- You're generating leads but not responding immediately
- Your follow-up is slow, inconsistent, or delayed
- You're losing leads to competitors who respond faster

HOW THIS PLAYBOOK WORKS:

- Instant text + email
- Ask for one action (photo/info)
- Owner/GM trust-building touchpoint

The Playbook That Will Unlock Your Next Stage of Growth is... "The Speed-to-Sale Follow-Up Engine"

If leads come in nights/weekends and you follow up Monday, you're donating revenue.



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PLAYBOOK #7

THE ESTIMATE FOLLOW-UP ENGINE

**IF ESTIMATES GO OUT AND YOU JUST 'HOPE THEY CALL BACK,'
YOUR CLOSE RATE IS LEAKING.**

THIS IS YOUR BOTTLENECK IF:

- You're sending estimates but not consistently following up
- Deals are going cold after you've already done the hard work
- Your follow-up depends on memory or manual effort

HOW THIS PLAYBOOK WORKS:

- 14-day automated follow-up
- Multi-channel touchpoints
- FAQ + review reinforcement

The Playbook That Will Unlock Your Next Stage of Growth is...
"The Estimate Follow-Up Engine"

If estimates go out and you just 'hope they call back,' your close rate is leaking.



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which **PLAYBOOK** is costing you **\$250K–\$1M?**

Most \$1M–\$10M home service businesses don't need more leads.

They need to fix the right part of their system.

If you want help identifying your bottleneck and implementing the right playbook...



Want help implementing this in your business?

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