TWENTY-TWO QUESTIONS.

Finish them and the Diagnostic is free.

Every answer is something we'd ask you on the call anyway. Best guesses are fine, and "I don't know" is an honest answer. The Diagnostic is $1,500. Finish all twenty-two and it's free. Three ways to send it back:

ONLINE

anempire.io/diagnostic
Scan it or type it. Twelve minutes, and your answers save as you go.

BY EMAIL

Type into this PDF, save it, and send it to **lewis@anempire.io**. A phone photo of the paper works too.

BY HAND

Give it to Lewis, or call **407-353-7647** and he'll walk through it with you.

01 ABOUT YOU

QUESTIONS 1 TO 6

1. You and the company

NAME _____ COMPANY _____

PHONE _____ EMAIL _____

WEBSITE _____

2. What do you do?

◯ Roofing ◯ Exterior and siding ◯ Tree care ◯ Other home service

3. How long has the company been in business, and how long have you owned it?

_____

4. Revenue, last 12 months

◯ Under $600K ◯ $600K to $1.5M ◯ $1.5M to $3M ◯ $3M to $5M ◯ Over $5M

5. How many people, roughly? Office, sales, and field.

6. Which towns or counties do most of your jobs land in?

02 WHERE THE WORK COMES FROM

QUESTIONS 7 TO 10

7. Where do your leads come from? Check all that apply.

☐ Google search ☐ LSA ☐ Google Ads ☐ Yelp ☐ Angi or HomeAdvisor ☐ Referrals

☐ Past customers ☐ Door knocking or canvassing ☐ Insurance or storm ☐ Other

8. About how many leads a month in season?

Best guess is fine.

9. What do you spend on marketing in a typical month, all channels?

10. Do you know which lead source produced the most revenue last year, not just the most leads?

◯ Yes ◯ I know the lead counts but not the revenue ◯ No

IF YES, WHICH SOURCE

03 THE PHONE AND THE FOLLOW-UP

QUESTIONS 11 TO 13

11. A lead comes in at 4:45 on a Friday. What happens to it, honestly?

Say it the way it actually goes.

12. What CRM or software holds your leads and customers?

◯ GoHighLevel ◯ Jobber ◯ JobNimbus ◯ AccuLynx ◯ Arbor Gold ◯ Spreadsheet
◯ Other ◯ Nothing really

13. When a lead doesn't answer the first call, how many more times does someone try?

◯ Once ◯ Two or three ◯ Until they answer or say no ◯ Depends who's working

04 PROPOSALS AND PAST CUSTOMERS

QUESTIONS 14 TO 18

14. How many open proposals do you have right now, and roughly what are they worth?

A count and a dollar figure. "I don't know" is an honest answer.

15. After a proposal goes out and the customer goes quiet, what happens?

◯ Someone follows up on a schedule ◯ Someone follows up when they remember
◯ We wait for them to call

16. How many past customers do you have on a list you could email today?

17. When did you last ask a finished customer for a review or a referral?

◯ This week ◯ This month ◯ It's inconsistent ◯ We don't really ask

18. What did a past customer last hear from you, unprompted, after the job was done?

A thank-you, a seasonal check-in, nothing, something else.

05 YOUR SALES TEAM

QUESTIONS 19 AND 20

19. If your best salesperson went on vacation for a month, what would change? Say it plainly.

20. Which of these do you see in numbers, by person, without asking? Check all that apply.

☐ Close rate ☐ Revenue ☐ Speed to first contact ☐ Follow-up attempts ☐ Proposals written

☐ None of these

06 WHAT YOU WANT

QUESTIONS 21 AND 22

21. If we fixed one thing in the next 90 days, what would make the biggest difference to you?

22. What do you want from marketing?

Say it the way you'd say it to a friend.

Done. Send it back.

Email it to **lewis@anempire.io**, hand it to Lewis, or finish online at **anempire.io/diagnostic**. Lewis reads every one personally and replies within 48 hours with two or three times for the session. If it isn't a fit, he'll tell you that too.