Tegora

FREE GUIDE

FOR OWNERS WHO STILL ANSWER THE PHONE

Where your jobs leak.

Three checks you can run on your own business in 15 minutes, without software, without anyone's help, and without buying anything.

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SOUND FAMILIAR?

You're busy. The phone rings. You can't get to it.

You're on a roof, under a sink, or in front of a customer. The call goes to voicemail. By the time you call back at 7 pm, they've booked someone else.

Or you drove out, measured, wrote the quote, sent it. Two weeks later you're not sure if they said no, went with someone cheaper, or just forgot. You meant to follow up. Then the week happened.

None of that is you being bad at business. You're doing two jobs at once: the work, and everything that brings the work in. Something has to give, and it's usually the part nobody sees.

> Most owners ask for more leads. Before you buy more, it's worth knowing how many of the ones you already get are slipping away. These three checks tell you, using nothing but your own phone and your own records.

CHECK 1 · 5 MINUTES

Call your own business at 6 pm.

From a number your phone doesn't know (a friend's phone, or a free calling app). Call the number on your Google profile, the one customers actually dial.

1. **Does anyone pick up?**
   If it rings out, how many rings before voicemail? Count them.

2. **What does the voicemail say?**
   Does it tell the caller what happens next and when, or just "leave a message"?

3. **Leave a message as a customer would.**
   "Hi, my AC stopped, can someone come tomorrow?" Then note the time.

4. **How long until you hear back?**
   Write down the time the callback or text arrives. If it never does, write that down.

> Do it once on a weekday at 6 pm and once on Saturday morning. Those are the hours when the person calling has the problem and you have your hands full.

CHECK 2 · 5 MINUTES

Count last month's quotes. Then count the follow-ups.

Open whatever you send quotes from: your job software, your email, your texts, the notebook in the truck.

1. **How many quotes did you send last month?**
   Every estimate that went out, won or lost.

2. **How many got a yes?**
   Booked or paid.

3. **How many got a clear no?**
   They told you.

4. **How many you never heard back from?**
   This is the number that matters.

5. **Of those, how many did you follow up with at least once?**
   A call, a text or an email after the quote went out. Be honest.

> The quotes nobody answered and nobody chased are jobs you already paid for: the drive, the measuring, the hour writing it up. Some of them were still deciding.

CHECK 3 · 5 MINUTES

Where did your last 10 jobs come from?

Write down your last 10 paying customers. Next to each one, write how they found you. If you don't know, write "don't know." Don't guess.

#	CUSTOMER	HOW THEY FOUND YOU
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Count the "don't know"s. That's how much of your marketing spend you can't judge, in either direction.

YOUR THREE NUMBERS

Write them here. Then look at them together.

CHECK	WHAT YOU FOUND
Minutes until a 6 pm caller heard back (weekday / Saturday)	
Quotes last month with no answer and no follow-up	
Of your last 10 jobs, how many you can't trace	

If all three look good, more leads may well be the right next move, and you'll spend that money knowing it lands somewhere that answers.

If any of them surprised you, that's the leak. It's cheaper to fix than buying more leads to pour into it.

IF YOU WANT IT DONE FOR YOU

These three checks are three cards of the Blind Spot Snapshot.

$297. Three days. One screen.

You give me 30 minutes and access. Three days later you get one screen with:

- your leads by source
- how long each one waited
- the quotes nobody chased
- whether Google and ChatGPT name you
- three blind spots, with a dollar figure on each

Then a 45-minute call where I walk you through it. You keep the screen either way.

Book the 15-minute call

tegora.ai/growth-os
or DM SNAPSHOT to @theandrewdelgado

One cleaning company went from 0 website conversions in July to 25 leads and 8 new customers since its new site launched in August.