



ILLUSTRATIVE SAMPLE EXCERPT

Strategy. Insights. Real Growth.

Example Home Services

Fictional Phoenix-area business

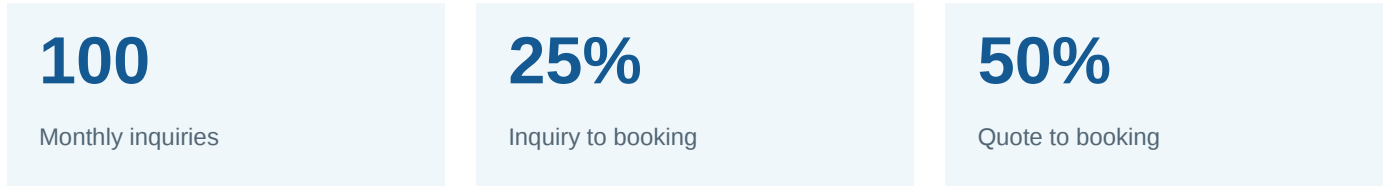
Growth Report | Condensed sample edition

An example of how OpportunityStep turns business context into specific next steps. All businesses and scenarios in this sample are fictional. No market statistics or customer results are claimed.

ILLUSTRATIVE PERFORMANCE DASHBOARD

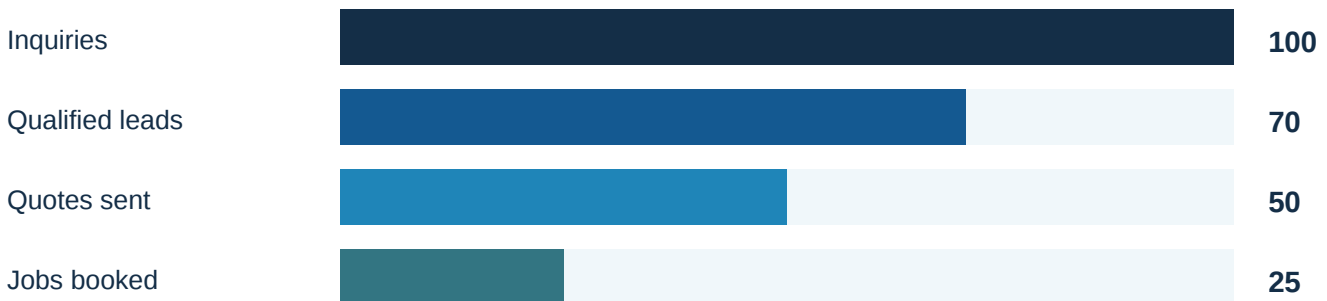
See the opportunity

Fictional 30-day example. All figures below are invented for demonstration, not observed customer results.



01 / From interest to booked work

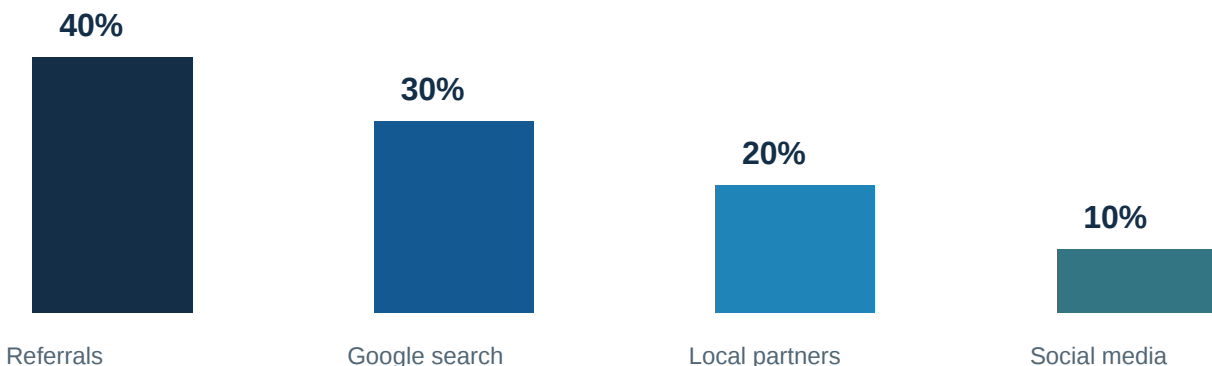
Count at each stage. Shared zero baseline; nested stages.



Decision: investigate why 25 of 50 quoted inquiries did not book before increasing ad spend. This shows where to investigate, not the cause.

02 / Where inquiries come from

Share of the same 100 inquiries. Fictional channel mix.



Decision: compare bookings and acquisition cost by channel. Inquiry share alone does not establish profitability.

Calculation notes: $25 / 100 = 25\%$; $25 / 50 = 50\%$. Channel counts sum to 100. No growth forecast is presented.



01 / A CLEARER PERSPECTIVE

Executive Summary

This fictional business needs a measurable route from inquiry to repeat work. Investigate quote follow-up before buying more traffic. Growth adds five competitor profiles, website and offer analysis, channel decisions, a priority scorecard, and a sequenced 90-day plan.

02 / YOUR PRIORITIES

Do These 5 Things First

1. Make the priority service easy to book

Why it matters: In this hypothetical business, scattered service messaging makes the next step unclear. Put one primary service, its service area, and a direct quote request on the landing page.

Suggested owner: Business owner | Timing: Days 1-7

Effort: Low to medium; confirm capacity before starting. | Measure: Track qualified inquiries and completed bookings by service.

2. Prepare and test a repeat-service pilot

Why it matters: If customers need scheduled maintenance, test a clearly scoped maintenance package with existing customers before committing to a membership program.

Suggested owner: Business owner | Timing: Prepare days 8-21; test days 31-60

Effort: Low to medium; confirm capacity before starting. | Measure: Record invitations, accepted offers, delivery cost, and renewal intent.

3. Follow up on every qualified inquiry

Why it matters: A simple inquiry log reveals whether potential work is lost before a quote or after it. Assign one person to respond and document the next step.

Suggested owner: Business owner | Timing: Days 1-14

Effort: Low to medium; confirm capacity before starting. | Measure: Measure response time and quote-to-booking rate against the starting baseline.



4. Document the proof behind the promise

Why it matters: Collect permission to publish photos and short descriptions of completed work. Explain what was done and for which service need.

Suggested owner: Business owner | Timing: Days 15-30

Effort: Low to medium; confirm capacity before starting. | Measure: Compare engagement and inquiry quality before and after adding proof.

5. Test one local referral partnership

Why it matters: Approach a complementary local business with a specific, relevant customer handoff. Start small and assess quality before expanding.

Suggested owner: Business owner | Timing: Days 31-60

Effort: Low to medium; confirm capacity before starting. | Measure: Track referred leads, bookings, and time spent managing the partnership.

03 / BUSINESS ANALYSIS

Business snapshot

The strongest starting point is demand the business already earns through referrals. A clearer service offer can help prospects decide whether to book.

Inference

Strength: a referral-led scenario gives the owner an existing customer base to interview. It does not prove satisfaction or profitability.

Inference

Weakness: a broad home-maintenance offer leaves the scope, service area, and next step unclear.

Inference

Opportunity: group repeatable tasks into a seasonal visit, if customers confirm a recurring need.



04 / BUSINESS ANALYSIS

Basic online presence

Make one priority service easy to understand and request on a phone.

Inference

Show the service area beside the quote button so out-of-area visitors can self-select.

Inference

Replace a generic contact prompt with “Request a maintenance visit”; ask for ZIP code and the task needed.

Inference

Add three consented project examples showing the task and completed work; avoid unsupported “best in town” claims.

05 / BUSINESS ANALYSIS

Market opening & basic marketing

Test a specific promise before adding paid traffic: planned home upkeep with a clear checklist.

Inference

Ask five recent customers which maintenance tasks they postpone and how often they need help.

Inference

Explain a seasonal checklist on one service page and in an email to customers who agreed to receive it.

Inference

A competitor comparison suggests a testable opening, not proof of demand. Validate scope and cost first.



06 / BUSINESS ANALYSIS

Website conversion review

Help a qualified homeowner move from interest to a clear next step, then measure where the journey breaks.

Inference

Service page: show tasks, exclusions, and ZIP codes above the quote form. Test with three people unfamiliar with the business.

Inference

Inquiry form: ask for contact details and the job description initially; verify confirmation and follow-up receipt on mobile.

Inference

Proof: place a relevant completed-job example beside the offer. Measure qualified requests, not page views alone.

07 / BUSINESS ANALYSIS

Offer & pricing analysis

No actual price is available for this fictional company or its competitors. Compare scope before comparing price.

Inference

Define included tasks, time limit, materials treatment, and any trip charge before testing a package.

Inference

In a real report, locate like-for-like published prices; do not compare emergency call-outs with routine scheduled care.

Inference

Test one package with existing customers. Record delivery time and direct costs before considering discounts or membership.



08 / BUSINESS ANALYSIS

Customer acquisition strategy

The example funnel contains 100 inquiries, 70 qualified leads, 50 quotes, and 25 bookings in one month. This is not a market benchmark.

Inference

Investigate the 25 quoted leads that did not book: scope, timing, price, or follow-up could matter. The chart does not identify the cause.

Inference

Referrals account for 40 fictional inquiries. Compare bookings and acquisition costs by source before shifting budget.

Inference

Pilot one partnership with a complementary property-service business; tag referrals and review fit weekly.

09 / BUSINESS ANALYSIS

Priority scorecard

Rank work by relevance, effort, and dependencies rather than an unexplained numerical score.

Inference

Repair the booking path · High relevance · Low effort · First · Confirm mobile friction

Inference

Log and follow up leads · High relevance · Low effort · First · Assign an owner

Inference

Pilot seasonal maintenance · Potentially high · Medium effort · Next · Validate demand and cost

Inference

Test a local partnership · Uncertain · Medium effort · Next · Agree on lead quality

Inference

Expand paid advertising · Unproven · Higher effort · Later · Know conversion and capacity



SIDE-BY-SIDE PERSPECTIVE

Competitive landscape - fictional profiles

Business	Main service	Inquiry path	Recurring offer	Positioning
Example Home Services	General maintenance	Contact form	No plan	Broad offer
Fictional A	Urgent repairs	Repair request	No plan	Speed
Fictional B	Scheduled upkeep	Service form	Seasonal plan	Convenience
Fictional C	Small repairs	Phone only	No plan	Simple jobs
Fictional D	Property upkeep	Consultation	Custom contract	Landlords
Fictional E	Premium maintenance	Home assessment	Annual plan	High-touch care

Illustrative structure; no factual company claims.

IMPLEMENTATION

Your 90-Day Growth Plan

Days 1-30

Foundation

Days 31-60

Focused tests

Days 61-90

Evaluate & refine

Days 1-30

Establish a lead and booking baseline

Why it matters: Use a simple log with inquiry date, service, channel, response time, quote status, and booking outcome. Fix the mobile inquiry path after verifying a problem.

Suggested owner: Business owner | Timing: Days 1-30

Effort: Low to medium; confirm capacity before starting. | Measure: A complete inquiry log and a documented starting conversion rate.

Days 31-60

Run the recurring-offer and referral pilots

Why it matters: Invite a small group of suitable existing customers to a clearly defined maintenance offer. Trial one complementary partner and tag all resulting inquiries.

Suggested owner: Business owner | Timing: Days 31-60

Effort: Low to medium; confirm capacity before starting. | Measure: Pilot uptake, fulfillment time, customer feedback, and qualified referrals.

Days 61-90

Evaluate the pilots before expanding

Why it matters: Compare demand, delivery cost, customer satisfaction, and owner workload. Keep the stronger offer, revise weak points, and stop work that does not justify its cost.

Suggested owner: Business owner | Timing: Days 61-90

Effort: Low to medium; confirm capacity before starting. | Measure: A documented continue, revise, or stop decision for each pilot.



THE BASIS FOR THIS REPORT

Sources & Research Limits

This is an illustrative report excerpt. The business and competitive scenario are fictional.

Dashboard numbers and competitor profiles are fictional demonstration assumptions. They are not public-market research, actual customer results, or revenue forecasts.

A paid report would include source-backed findings, exact competitor identities, access dates, and research limitations relevant to the customer.

Suggested actions are examples, not promises of results. Confirm capacity, customer needs, and economics before implementation.