STAGE 1 GUIDE

Getting started

Sales $0 to $250k. From luisromero.com/business-stages.

The one thing: Get your numbers right before you get bigger.

THREE MOVES FOR THIS STAGE

1. **Know your real hourly cost**
   Add up a month of truck, fuel, insurance, tools, phone, software and your own pay. Divide by the hours you actually bill, not the hours you work. That number is your floor.

2. **Price every job from that floor**
   Hours on site plus drive time, times your cost, plus the margin you decided on. Write the margin down. Stop matching the guy down the street.

3. **Keep one calendar a week ahead**
   Every job on it by the Friday before. If Monday is empty on Friday, that is your sales task for the weekend.

YOU ARE THROUGH STAGE 1 WHEN

- [ ] I know my cost per billable hour
- [ ] My last five quotes were priced from it
- [ ] Next week is on the calendar today