



**LEVEL ↑**

**The Ultimate  
30-Day  
Contractor  
Challenge**

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**TRANSFORM YOUR CONTRACTING BUSINESS**

# THRIVE HOW CAN I SURVIVE?

We started this year out by completely pausing our lives, going to a cabin and spending 8 days working on our business systems. We knew that if we wanted to truly grow our small business to something that could help more contractors, we had to make changes to our day-to-day activities and how our business operated.

We redesigned everything- our brand, our product, our marketing- everything. We were set to launch everything the week Coronavirus spread to the US and everything shut down.

**We immediately made a pact to use this time to focus on things we haven't had time to make a priority and we want to help you do the same. Our nation's health is our first priority and if staying in means keeping people safe, we'll stay in- but be productive with the time!**

If you're a contractor, tradesman or home services professional who feels like we do, you're in the right place. This guide was designed to help you spend the next 30 days building or reevaluating areas of your business that have been neglected due to how busy you've been.

We challenge you to use the next 30 days to give YOUR business the time it needs and deserves from you that you've been too busy with your day-to-day to get to. You have an opportunity to use this time to truly transform your contracting business.

We're in it with you every step of the way. Let's begin, shall we?

-CHRIS AND AMANDA CRAWFORD

# DON'T FORGET TO JOIN THE GIVEAWAY

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**We see you.** American tradesman, contractors and home services professionals quite literally build this country. The winner of the 30 day challenge will win a year worth of our services for free.

01

Join our "Contractor Marketing and Sales Success" Facebook Group.

02

Post a video, picture or update on the Facebook Group of yourself completing or working on the daily challenge a minimum of 10 days during the challenge.

03

Show up for yourself. Don't do the challenge for the giveaway. The biggest reward will be using this time to make your company GREAT.

**We'll announce the winner on the Contractor Marketing and Sales Success Facebook Group on May 1, 2020. Winner will be selected at random and the pool will be everyone who met the qualifications.**

# ASSESSMENT

Answer this page twice—before you start the challenge and after you complete the challenge to recognize your improvement.

**01** People in my market/the areas I work in know of my company and the services I provide 1 2 3 4 5 6 7 8 9 10

**02** New customers can easily find me online and through digital assets I own 1 2 3 4 5 6 7 8 9 10

**03** I have a strong sales argument for why to pick my company over competitors 1 2 3 4 5 6 7 8 9 10

**04** I can easily communicate with my customers and it's all tracked in one place 1 2 3 4 5 6 7 8 9 10

**05** I use data to make business decisions and to price jobs, pay employees, etc. 1 2 3 4 5 6 7 8 9 10

## WHAT YOUR SCORE MEANS

5 TO 20

**Level One: Groundwork.** Like many contractors we know, it looks like you've been so busy working you haven't had a chance to spend on your business foundation.

21 TO 35

**Level Two: Foundation.** You have the business basics covered, but things are working clunky or too much of your time is needed to keep things running.

36 TO 50

**Level Three: SMART Contractor.** You've taken the time to focus on the business aspects of your contracting business and have systems set-up to free your time from your day-to-day and help you grow.

# WEEKLY PROMPTS

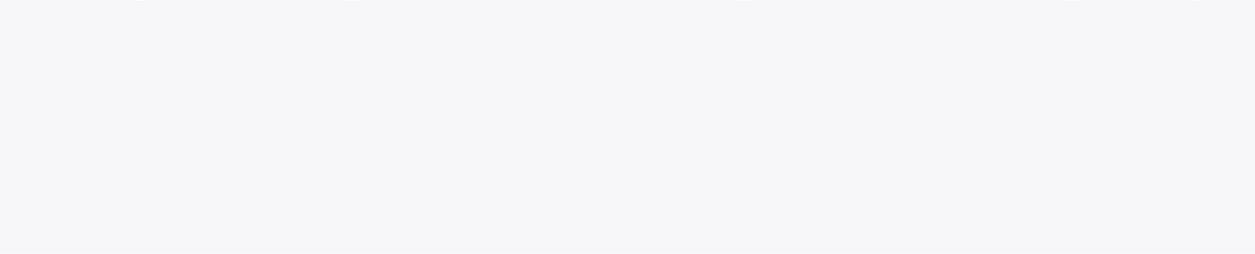


START DATE:

END DATE:

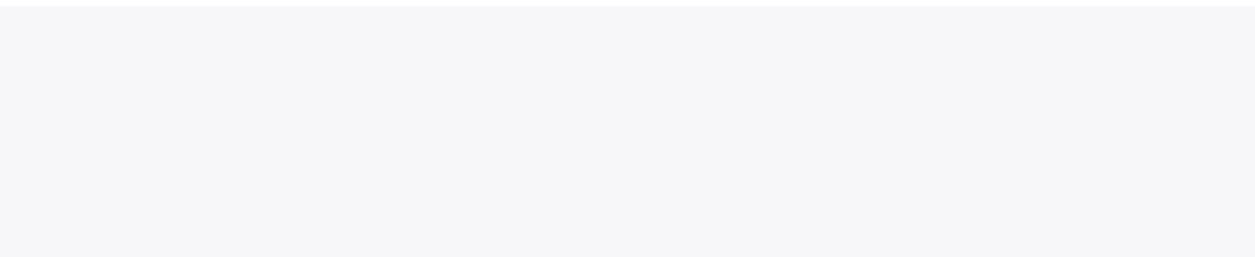
## WEEK 1

First, get set up for success. Working from home takes some adjustments. Then it's time to audit for you to audit your business and how it functions today. Where and when are you going to focus on your business over the next 30 days? How do your current business systems function day-to-day?



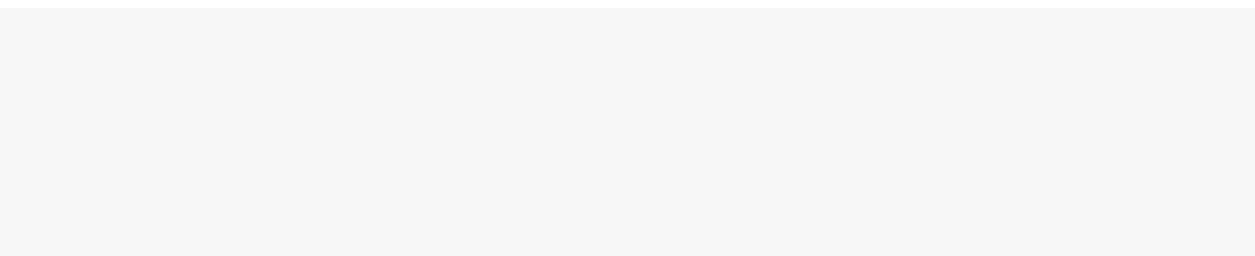
## WEEK 2

Now that you have data behind how things work today, it's time to understand how leading contractors and BIG third party companies are operating their businesses and how you can apply those systems to your business. What do you want to keep the same about your day-to-day and what has to change to free up your time for the things only you can do?



## WEEK 3

This week's for market research, business reviews and to test promotions. We're hoping to drum up some future business while learning A LOT from the people who can speak to your work most authentically- your past customers. Who will you reach out to?

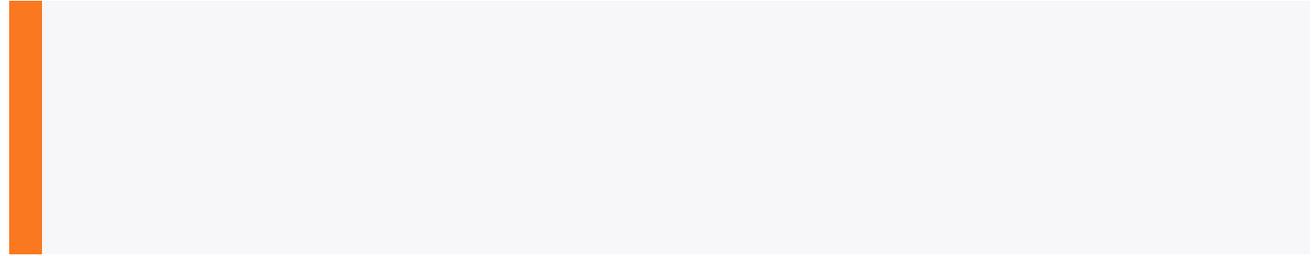


# WEEKLY PROMPTS

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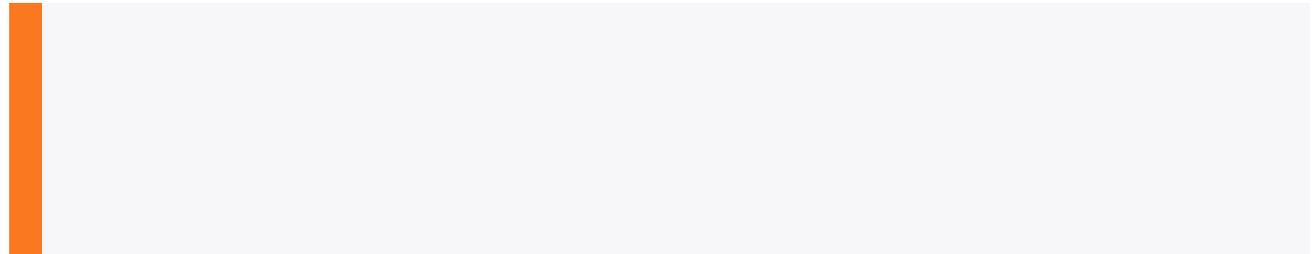
## WEEK 4

You'll move into building your business systems- starting with the foundation- you'll design your unique selling proposition, evaluate your marketing materials and update your online presence.



## WEEK 5

Time to make the larger business blueprint. Now that you have the foundation refined, you'll craft your milestones for the rest of the year- in a worst-case, as-is and best-case scenario so that accountability after the 30 days is more achievable! What will you need to schedule time for?



### **AFTER CHALLENGE REVIEW**

You took a hard situation and did something good for yourself. Congratulations!!! How do you feel?

# WEEKLY PLANNER

|       |  |  |
|-------|--|--|
| MON   |  | WEEK OF:   |
| TUE   |  | TOP THREE:<br><input type="checkbox"/><br><input type="checkbox"/><br><input type="checkbox"/> |
| WED   |  | NOTES:   |
| THU   |  |  |
| FRI   |  | CHALLENGE PROGRESS:  |
| S / S |  |  |

"Action is the foundational key to all success." -Picasso

BUT NOW...

# WHAT'S NEXT?

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**Honestly, it's hard to say exactly what's next with everything going on right now. We're personally focused on doing everything it takes to keep as many people as possible healthy and safe. But we're still incredibly committed to using this time to help as many home services contractors as possible THRIVE in this time of uncertainty. We've developed our Learning Center to provide resources specifically catered to your business challenges and we'll continue to post as much as we can.**

If there's another topic you'd like us to cover or have specific questions, email us and we'll get it answered.

[VISIT THE LEARNING CENTER](#)

[WWW.HOMEPROSACADEMY.COM](http://WWW.HOMEPROSACADEMY.COM)