

The 21-System Growth Audit

A bigger company staffs 21 growth systems with payroll. You run them with tools. Score each one 0 to 2, total your phases, and find exactly where your growth leaks. Fifteen minutes, one pencil.

PHASE 1

FOUND

Get discovered · 3 systems

PHASE 2

CONVERT

Win the click · 7 systems

PHASE 3

SUPPORT

Never miss · 5 systems

PHASE 4

SHARE

Be everywhere · 6 systems



What you leave with

Your bleeding phase, named. One move to make this week.

Find the leak in 15 minutes.

Every customer you'll ever win travels the same road. First they discover you exist. Then something turns that discovery into a lead. Then something makes sure the lead never slips through the door. And somewhere out past all of that, your name shows up in places you never personally posted it. Four phases, 21 systems, and a bigger company pays a salary for every single one.

You probably already built some of these without calling them systems. This audit shows you which ones, and more importantly, which ones are missing. Because growth problems almost never come from working too little. They come from one weak phase quietly draining the other three.

FOUND · Get Discovered
SEO, your Google Business Profile, and paid search. The systems that put you in front of people already looking for what you do.

CONVERT · Win the Click
Your website, the words on it, the CRM behind it, the emails that follow up, and the review flow that builds public proof.

SUPPORT · Never Miss
Every call answered, every lead called back in seconds, no-shows killed, and customers remembered between jobs.

SHARE · Be Everywhere
Citations, ads, outbound calls, partners, affiliates, and a year of content. The systems that create demand instead of waiting for it.

How to score each system

0 Doesn't exist.
Nothing in your business does this job today. Voicemail is not a receptionist, and a notebook is not a CRM.

1 Half-built.
Something does this job, but you wouldn't bet a customer on it. It depends on you remembering, or you've never actually tested it end to end.

2 Built and verified.
It ran this month without you touching it, and you've personally tested it. If you haven't tested it, it's a 1. No test, no 2.

Score fast and score honest. Your first instinct is usually right, and nobody sees this page but you. A flattering score just hides the leak for another quarter, and the leak charges rent.

Name

Business

Date

FOUND: Get Discovered

This phase decides whether a stranger with a problem ever learns you exist. Score it against what a customer actually finds when they search your trade in your city.



1

SEO FOUNDATION

If a stranger searches your trade plus your city, does your site show up, and could you prove whether that's better or worse than 90 days ago?

Good looks like: Google Search Console verified with your sitemap submitted, a baseline of rankings and traffic logged with a 90-day review date, your first four directory citations live with matching business info, and one maintenance hour a month on the calendar.

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GOOGLE BUSINESS PROFILE

Is your Google profile verified on an account you personally control, with every field complete and something posted this month?

Good looks like: Primary owner access on your own Google account, the right primary category chosen deliberately, ten or more real photos of your work and crew, your review link placed in two customer touchpoints, and posts scheduled a month out.

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PAID SEARCH

When you spend a dollar on Google Ads, can you trace it all the way to a phone ringing?

Good looks like: A campaign live under a hard daily budget cap, conversion tracking verified with a test lead you submitted yourself, a negatives list that blocks junk queries, and a weekly cost-per-booked-lead number you could quote from memory. If you're deliberately not running ads yet, score the tracking readiness, honestly.

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FOUND SUBTOTAL

/ 6

Scoring reminder: a 2 means the system ran this month without you touching it and you personally tested it. If you haven't tested it, write the 1. The audit only works as hard as your honesty does.

CONVERT: Win the Click

Discovery is worthless until it becomes a lead. Seven systems carry that weight: the site, the words, the search structure, the CRM, the emails, the lead magnet, and the review flow.

4

WEBSITE

Would you proudly text your website to your best customer right now, knowing they'll open it on a phone?

Good looks like: Live on your own domain, zero stock placeholder photos, a tap-to-call phone number, matching fonts and colors on every page, and a pass on a 10-point mobile check.

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WEBSITE COPY

Read your homepage out loud. Does it sound like you talking to one customer, or like a brochure nobody wrote?

Good looks like: A hero that leads with what hiring you says about the customer, backed by one specific proof point, every page written to one reader in your real voice, and exactly one clear action button per page.

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ON-SITE SEO

Does your site have its own page for every city you serve, and does it load fast enough that people stay?

Good looks like: A service-area page per city with real local detail on each, a keyword sheet mapped to pages, a blog posting on a real cadence, and a mobile load under Google's 2.5-second threshold.

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CRM

If a customer from last spring called right now, could you pull up their history and one personal detail in ten seconds?

Good looks like: Every contact from every channel in one CRM, a tag taxonomy of 12 tags or fewer, one human note per customer, and zero customer spreadsheets floating around outside it.

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EMAIL SEQUENCES

When someone joins your list, requests a quote, goes quiet, or finishes a job, does an email go out without you touching anything?

Good looks like: Five sequences written and wired: welcome, newsletter, abandoned quote, win-back, and post-job thank-you, each verified by walking a test contact through its trigger.

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LEAD MAGNET

Can a visitor who isn't ready to call still leave you their email in exchange for something genuinely useful?

Good looks like: A downloadable resource worth keeping, a two-field opt-in form, a thank-you page that delivers instantly, and signups landing in your CRM tagged and entering the welcome sequence on their own.

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REVIEW FLOW

Does every finished job get asked for a review through a link, without you having to ask face to face?

Good looks like: A two-path "how did we do?" page, the happy path opening Google's review box in one tap, the unhappy path alerting you privately the same day, and the public review option still visible to everyone. That last link keeps you inside Google's rules.

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SUPPORT: Never Miss

FOUND and CONVERT bring leads to your door. SUPPORT makes sure none slip through it. This is the phase most owners lose money in without ever seeing the loss.



11

VOICE RECEPTIONIST

What happens to a call that comes in at 9pm on a Friday while you're at dinner?

Good looks like: A live number that answers in seconds, handles your real FAQs from a brain doc you wrote, books real appointments to your actual calendar, and passed ten torture-test calls from your own phone before any customer heard it.

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SPEED TO LEAD

When a lead fills out your form at 2pm, how long until your phone system calls them back?

Good looks like: An automatic call-back you've timed with a stopwatch at under 60 seconds, a consent checkbox on the form that makes it legal, sensible call windows so nobody gets rung at 9pm, and a no-answer text with your booking link.

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REVIEW + TESTIMONIAL ENGINE

Does a finished job automatically start a review reminder sequence, and do you ever end up with video proof you can publish?

Good looks like: A job-complete trigger firing a 3-touch reminder sequence, a single-fire 60-day offer that trades a gift card for a 30-second video (the gift card pays for the video, never the review), and clips landing in one content folder.

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14

NO-SHOW KILLER

Does every booking get a confirmation, a 24-hour reminder, and a 1-hour reminder without you sending a single one?

Good looks like: The reminders already built into your booking tool switched on and tested, a reschedule link in every reminder so a customer who can't make it rebooks instead of ghosting, and a baseline no-show count logged so you can measure the drop.

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15

PHYSICAL MAIL

When did one of your customers last get real mail from you that wasn't a bill?

Good looks like: A thank-you letter that queues automatically when a job closes, with the customer's name, the job, and one personal detail merged in, plus three or four holiday postcards scheduled for the year. Addresses live in the CRM only, pulled at send time.

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SUPPORT SUBTOTAL

/ 10

SHARE: Be Everywhere

The first three phases capture demand that already exists. SHARE goes out and creates it: links, ads, calls, partners, and a year of content that keeps your name in the feed.



16

CITATIONS + PRESS

Is your business listed identically on ten or more real directories, plus at least one local link you actually earned?

Good looks like: Matching name, address, and phone everywhere, one community sponsorship link live, supplier and association directories claimed, and a routine for answering journalist queries.

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17

LOCAL SOCIAL ADS

Are you running a local ad with your own face and your city in it, and do you know its cost per booked lead?

Good looks like: A pixel firing on your site, one campaign under a daily cap and a monthly ceiling, a claim in the ad you could defend on the phone, and a weekly 15-minute prune-and-scale review.

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18

OUTBOUND CALLING

Is anything proactively calling local businesses to book meetings for you, inside the rules?

Good looks like: A business-numbers-only list, a written compliance one-pager including the AI-disclosure line, rotated and warmed numbers, a pilot batch you've listened to, and a kill switch that pauses everything if signals go bad.

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19

INFLUENCER PARTNERSHIPS

Do local creators your customers already watch ever send you business you can trace back to them?

Good looks like: A vetted target sheet where comments got checked before follower counts, one-page agreements with the required #ad disclosure, and a unique code or link per creator so renewals go only to the ones who sold.

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AFFILIATE PROGRAM

When someone refers you a job, is there a real way to pay them, with the taxes handled?

Good looks like: A Become a Partner page with one form, a payout structure written down that your margins can honor forever, W-9 collected at signup with 1099-NEC tracking ready, and a ledger that makes every commission provable.

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21

CONTENT CALENDAR

Open your social profiles right now. Is the latest post from this week, or from two seasons ago?

Good looks like: A 12-month calendar filled from five sources that never run dry, one full month batch-produced in your voice, everything scheduled through the free native tools, and a monthly review that feeds winners back in.

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SHARE SUBTOTAL

_____ / 12

Name the bleeding phase.

Copy your four subtotals into the table, then read each score against its color bands. Green means the phase runs without you. Amber means it exists but leaks. Red means the phase is bleeding, and every dollar you spend on the phases around it works harder than it should.

PHASE	YOUR SCORE	WHERE IT LANDS		
● FOUND	_____ / 6	0–2 Bleeding	3–4 Leaking	5–6 Running
● CONVERT	_____ / 14	0–5 Bleeding	6–10 Leaking	11–14 Running
● SUPPORT	_____ / 10	0–3 Bleeding	4–7 Leaking	8–10 Running
● SHARE	_____ / 12	0–4 Bleeding	5–8 Leaking	9–12 Running
TOTAL	_____ / 42	Add all four subtotals.		

Your bleeding phase is the one sitting lowest in its bands.

If two phases tie, the earlier one in the journey wins, because everything downstream feeds on it. A perfect SHARE phase pointed at a broken CONVERT phase just sends more strangers to a website that loses them. Write the phase name below, big enough that you can't ignore it.

My bleeding phase is _____

WHAT YOUR TOTAL SAYS

0–14	Everything is manual.	Your growth currently depends on your memory, your hustle, and your phone battery. Good news: at this stage, one built system per week changes your revenue fast, because every fix compounds against zero.
15–27	Half a department.	You've built real pieces, and the leaks between them are exactly where jobs vanish. Your fastest wins live in your bleeding phase, and most of them take an afternoon, using tools you already pay for.
28–36	A working department.	Most of the machine runs without you. Tighten the red rows first, then re-test the 1s you were generous about. The gap between you and a 40 is verification, and verification is the cheap part.
37–42	Operator.	You run a growth department a bigger company staffs with payroll. Re-run this audit each quarter, because systems drift while nobody watches them, and a stale 2 is just a 1 wearing a badge.

One move per phase. This week.

Start with the move that matches your bleeding phase. Each one uses free tools, takes under two hours, and comes straight from the opening plays of the full system builds. Do it, check the box, and re-score that system next month.

IF FOUND IS BLEEDING

Finish your Google Business Profile, row by row.

Open your profile and work every field to complete: primary category first, because it carries the most ranking weight, then services, service areas, hours, and a description a customer would actually read. Upload ten real photos of your work and your crew while you're in there. Real job-site photos beat stock every time, and a complete profile wins map searches this week, while the slower SEO work cooks.

☐ Done, dated: _____

IF CONVERT IS BLEEDING

Read your homepage out loud, then fix what you hear.

Read every sentence on your homepage aloud. Mark each one you would never say to a customer across the counter, and rewrite it in the words you'd actually use. Then cut down to one action button, written as a verb a reader can predict, like "Book a Free Estimate." Republish the same day. The best copy on your site is the way you already talk when a customer is standing in front of you.

☐ Done, dated: _____

IF SUPPORT IS BLEEDING

Switch on the reminders already inside your booking tool.

Open the settings of whatever you book with and list every confirmation and reminder it can already send. Most owners find the whole stack sitting there switched off. Turn on the instant confirmation, the 24-hour reminder, and the 1-hour reminder, put a reschedule link in each one, and prove it with a test booking on your own calendar. A rebooked slot keeps the revenue a silent no-show loses.

☐ Done, dated: _____

IF SHARE IS BLEEDING

Audit your citations and fix the worst mismatch today.

Search your business name and your phone number, and log every listing you find into one spreadsheet: directory, name shown, address shown, phone shown. Mismatched listings quietly hurt your map ranking, so correct the single worst name-address-phone mismatch before you close the laptop. Keep the sheet. It becomes the scoreboard for every directory and link you add after this.

☐ Done, dated: _____

30

Put a 30-day re-score on your calendar right now, before the audit goes in a drawer. The owners who close their leaks share one habit: they measure on a date they picked in advance, when the score is a fact instead of a feeling.

You found the leak. The build plans exist.

This audit tells you which systems are missing. **The FCSS Operator Course** is how you build them: all 21 systems as step-by-step checklists in install order, Found through Share, each one shipped and verified in your business the same week you study it. It's written for the owner who wants to be the one who built the machine, and every module opens with the exact problem you just scored a 0 or 1 on.



The FCSS Operator Course · Early Bird

\$499

Becomes \$1,000 the day it ships

Here's the honest version of why the price is half right now: we are recording the course as you read this. Buy during recording and you pay \$499, lock lifetime access with every future update, and get the full course the day it ships. Once it ships, the price becomes \$1,000 and stays there. The price changes because the product finishes. That's the entire mechanism.

One fair warning before you buy: this course assumes you have the hours to build. If your calendar is already full and you'd rather hand this whole checklist to a team that's accountable for it, skip the course and book the call below instead.

LOCK THE EARLY BIRD

deskwolf.ai/fcss

\$499 now, \$1,000 at launch. Lifetime access, every update included.

OR BOOK A FREE CALL

deskwolf.ai/discover

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