



— A FIELD MANUAL —

THE PREDICTABLE REMODELING LEADS PLAYBOOK

How to keep your calendar full of qualified consultations every month, without depending on referrals or luck.

FOR REMODELING BUSINESSES DOING \$500K - \$2M / YEAR

BAD 2 BADASS

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WHO THIS IS FOR

You run a remodeling business doing somewhere between \$500K and \$2M a year. Your crews are good. Your work is good. The thing you cannot predict is where next month's jobs are coming from.

Some months the phone rings. Some months it goes quiet. You chase referrals, you boost a post, you call an old client, and you hope. That is a gamble that has worked so far. A predictable system is the buildable alternative.

This playbook is for the owner who is done gambling and wants a lead engine that produces qualified consultations on a schedule.

It is a 20-minute read. By the end you will know exactly why your leads are unpredictable and the five-part engine that fixes it.

Predictable growth comes from infrastructure. A machine that does the work you have been doing by hand.

THE REAL REASON YOUR LEADS ARE UNPREDICTABLE

Unpredictable leads come from a broken system. The fix is buildable infrastructure.

WHAT YOU'LL LEARN

- Why "random acts of marketing" keep you on the roller coaster
- The difference between a tactic and a system, in plain terms
- The mindset shift every predictable remodeling business makes first

THE THURSDAY-NIGHT FEELING

It is Thursday night. You just wrapped a \$47,000 kitchen. The check cleared, the homeowner is thrilled, your crew did great work. Then you open next month's calendar and there is nothing on it. No consultations booked. No estimates scheduled.

You know that feeling. So you start texting past clients, you double-check the phone number on your website, and you think about lowering your minimum just to keep the crew busy. That is the feast-or-famine cycle, and almost every remodeler between \$500K and \$2M lives in it.

TACTICS VERSUS A SYSTEM

Most owners have tried a few Facebook ads when things got slow, a paid lead service that sent mostly tire-kickers, asking past clients for referrals, and one agency that promised the world and did not deliver. Every one of those is a tactic. None of them is a system.

A tactic works sometimes. A system works on a schedule. What separates the remodeler stuck at \$750K from the one pushing past \$2M is almost always whether anything connects the moment a homeowner first sees their name to the moment that homeowner books a consultation.

ACTION STEP

Open your calendar for the next 30 days and count the consultations already booked. Write the number down. That number is your starting line.

THE PREDICTABLE LEAD ENGINE

Five connected parts turn strangers into booked consultations.

Every predictable lead flow, in any remodeling business I have worked with, comes down to five parts working together. When a link breaks, the whole thing feels broken.

1

THE MAGNET

The offer and message that attract the right homeowner.

2

THE MACHINE

The always-on channels that deliver it on a schedule.

3

THE FILTER

Qualification that removes tire-kickers before they waste your time.

4

THE SPEED

Speed-to-lead and follow-up so leads never go cold.

5

THE SCOREBOARD

The few numbers that prove it is working.

Most remodelers have one or two of these running. Almost none have all five connected. That is why leads feel random, when really one or two links are broken and dragging down the rest.

ACTION STEP

Score yourself 1 to 5 on each part of the engine. Your two lowest scores are where this month's effort goes.

THE MAGNET

The right offer and message attract real projects and real budgets.

WHY "FREE ESTIMATE" IS THE WEAKEST OFFER IN REMODELING

Everyone offers a free estimate. It is the default, which means it attracts the default lead: someone collecting three quotes to grind on price. A free estimate says nothing about who you are, what you specialize in, or why a serious homeowner should choose you.

BUILD AN ALIGNED OFFER

An aligned offer speaks to the exact homeowner you want and the exact outcome they want. Instead of "free estimate," it sounds like a specific, valuable first step: a design consultation for homeowners serious about a kitchen or bath this year, a project planning session that ends with a realistic budget and timeline, or a walkthrough that shows what the project looks like before a dollar is spent.

The offer does two jobs at once. It gives a serious homeowner a reason to raise their hand, and it quietly filters out the person who just wants a number to beat up another contractor.

ACTION STEP

Rewrite your main offer once. Replace "free estimate" with one specific, valuable first step aimed at the homeowner you most want to book.

THE MACHINE

Predictable leads require always-on channels.

THE MISTAKE THAT LOCKS IN FEAST-OR-FAMINE

The most common pattern I see: a remodeler runs ads when work slows down, then switches them off the second the phone gets busy. That single habit locks in the roller coaster. Leads have a lag. Turning the machine off in a busy month means a dead month sixty days later, right when you need it least.

THE CHANNELS THAT WORK FOR REMODELING

Local Service Ads and Google Search. This is intent. These homeowners are searching for a remodeler right now. For most remodelers, this is where to start.

Meta (Facebook and Instagram). This is demand creation. It puts your work and your offer in front of homeowners before they start searching. Strong for showcasing finished projects.

Your own audience and groups. Showing up where local homeowners and referral partners gather, consistently, turns a cold area warm over time.

The goal is one or two channels, always on, feeding the engine on a schedule. You do not need to be everywhere.

ACTION STEP

Pick the one channel you can commit to keeping on for the whole month, no matter how busy you get. Commitment beats reach.

THE FILTER

Qualified consultations are the goal. Qualification protects your time.

WHY QUALIFIED BEATS HIGH-VOLUME

A flood of leads that do not turn into jobs is a drain on your time. Every unqualified lead costs you a callback, a drive, an estimate, and the mental load of chasing someone who was never going to hire you. The goal is qualified consultations, the kind that turn into signed projects.

QUALIFY BEFORE YOU BOOK

A short set of questions, asked early, does most of the work: What is the project? What is the timeline? What is the budget range? Is the decision-maker part of the conversation?

You are not interrogating anyone. You are showing that you run a real business that respects everyone's time, which serious homeowners appreciate and tire-kickers avoid.

ACTION STEP

Write your four qualification questions and use them on the next five leads before booking anything.

THE SPEED

Speed-to-lead and follow-up are the biggest, cheapest wins in remodeling marketing.

THE FIRST FIVE MINUTES

A homeowner who fills out a form is interested right now, in this moment. Reach them in the first few minutes and you are talking to someone leaning in. Reach them an hour later and they have already messaged two competitors and half-forgotten you. Speed is the difference between a booked consultation and a dead lead you paid for.

THE FOLLOW-UP GAP

Here is the leak nobody sees: most leads never get a real follow-up. One call, no answer, and the lead dies in a notebook or a phone someone forgot to check. A homeowner not ready today is often ready in two weeks. Without follow-up, you hand that job to whoever does follow up.

A SIMPLE RHYTHM

Minute 1 to 5: reply by call and text. Day 1: a second attempt if no answer. Day 2 and Day 4: short value touches. Day 7 and beyond: a light monthly check-in until they book or opt out.

ACTION STEP

Commit to a five-minute reply on every new lead this week, and add one follow-up touch on day two. Track how many more book.

THE SCOREBOARD

A handful of numbers tells you whether the engine is working.

THE NUMBERS THAT MATTER

Clicks and impressions do not pay your crew. These five numbers tell the real story: leads per month, qualified rate, show rate, booked consultations per month, and cost per booked consultation.

THE NUMBER TO OBSESS OVER

Cost per booked consultation is the one most remodelers never track and the one that runs the business. Once you know it, you can predict revenue. If a booked consultation costs you a set amount and you close one in three, you know what it costs to win a job, and you can scale on purpose instead of by accident.

READ THE BOARD, FIX THE PART

Low leads points to the Magnet or the Machine. A low qualified rate means the message is attracting the wrong homeowner. A low show rate points to Speed and follow-up. A high cost per booked consultation means tighten the Filter and improve the offer.

ACTION STEP

Calculate your cost per booked consultation, even roughly. If you cannot, that is the first thing to start measuring this month.

YOUR NEXT 30 DAYS

Fix the two weakest links first, in order.

Week 1. Rewrite your offer and message (the Magnet). Replace "free estimate" with one specific, valuable first step.

Week 2. Commit one channel to always-on for the month (the Machine).

Week 3. Add your four qualification questions (the Filter) and a five-minute reply standard (the Speed).

Week 4. Stand up your scoreboard. Start tracking booked consultations and cost per booked consultation.

By the end of 30 days you will have a running engine and a scoreboard that tells you what to tune next.

BOOK A DISCOVERY CALL

Walk away with a clear read on your lead engine.

WHAT HAPPENS ON THE CALL

- What you're aiming for and what's holding you back
- How you're getting leads today and what's actually booking jobs
- Where the biggest opportunities in your lead engine are
- Whether we can help, and if not, exactly where to look instead

WHAT YOU WALK AWAY WITH

A clear read on which of your 5 lead-engine links is leaking jobs, and the first fix to make. Run by a team that has managed \$68M+ in ad spend and driven \$560M+ in revenue.

Yours whether you hire us or not.

bad2badass.com

You'll know exactly what to fix first and why. That's the promise.

LIMITED TO 2 REMODELING BUSINESSES PER MARKET, SO WE NEVER COMPETE AGAINST OURSELVES.

SELF - ASSESSMENT

SCORE YOUR LEAD ENGINE

Score each part from 1 (not running) to 5 (running well).

PART	WHAT GOOD LOOKS LIKE	SCORE
The Magnet	A specific, aligned offer beyond "free estimate"	<input type="checkbox"/>
The Machine	At least one channel always on, every month	<input type="checkbox"/>
The Filter	Qualification questions used before booking	<input type="checkbox"/>
The Speed	Five-minute reply and a real follow-up rhythm	<input type="checkbox"/>
The Scoreboard	You know your cost per booked consultation	<input type="checkbox"/>

20-25: Your engine is strong. The opportunity is scale.

13-19: A few links are broken. Fix the two lowest first.

Under 13: You are running on referrals and luck. The engine is the unlock.

READY TO BUILD YOUR ENGINE?

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Book a discovery call and walk away with a clear read on which lead-engine link to fix first. Done-for-you performance marketing, for remodelers only.