

# JOBBER SUMMIT

→ KEY TAKEAWAYS

**The key takeaways from  
every session to help you  
reach new heights of success**





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GET NOTICED →

# Grow Your Business Through Local Marketing Insights

## SPEAKERS ↓

JON DAWSON, KASY ALLEN,  
ANTHONY SALAZAR



## What is Direct Response Marketing?

Instead of just telling people about your business and hoping they remember, **direct response marketing** gives them a reason to act **NOW**.

- **It's clear.** You tell them exactly what to do, like "Call in the next 30 minutes for a free estimate."

*With Jobber's Online Booking, your customers can instantly request services, so they don't have to wait to call.*

- **It's easy to track.** You can use promo codes, special links, or dedicated phone numbers to see what's working.

*Use Jobber's Referral Tracking to track where your leads are coming from and double down on what works.*

- **It creates urgency.** People are busy, so give them a reason to decide today (like a limited-time discount or a free bonus).

*With Jobber's Automated Follow-Up feature, remind potential customers about limited-time offers and encourage them to book.*

## The Marketing Triangle

### 1. Know your customer

- Who do you want to work with? Where do they spend time? What problems do they need solved?
- What is their lifestyle? What is valuable to them?

### 2. What's your message?

- Tell a story, don't sell your services.
- Speak in a way your customers understand.  
*Example: Instead of saying, "We provide premier pet waste removal services," say, "Never step in dog poop again! We'll handle the mess for you!"*

### 3. Show up where they are

- Go where your customers already spend time.  
*Example: Instead of just using Instagram ads, a dog poop business could partner with vet clinics, pet groomers, and dog parks to reach more pet owners.*

## Real Examples of Smart Marketing

Here are some real ways business owners used the **Marketing Triangle** to get more customers:

### ✓ Anthony runs a dog poop cleanup business.

- He gave out **welcome bags** with free pet gifts so customers remembered him.
- He partnered with **vets, pet groomers, and landscapers** to get referrals.
- He sent **special offers** to apartment managers who needed clean spaces for their tenants.

### ✓ Kasy runs a handyman business in a ski town.

- She focused on **second homeowners** who needed someone to care for their property while they were away.
- She used **FAQs and blog posts** on her website to answer common customer questions.
- She used **AI to create a content calendar and content prompts** to boost SEO.

### ✓ Jon's business focused on rural landowners.

- Instead of online ads, he placed **yard signs** at **feed stores** and lumber yards, where customers actually shop.
- He **coached youth sports and joined local events** to build trust.
- He **engaged in local Facebook groups** by commenting on other people's posts instead of spending money on ads.

### Create easy campaigns in Jobber in no time

Stay connected with your customers with Jobber Campaigns that make it easier than ever. Quickly create and send professional, branded email campaigns to the right clients, every time. Watch your emails bring in new business while you focus on what matters most.

**WANT MORE CUSTOMERS? STOP WAITING FOR THEM TO FIND YOU—GO FIND THEM!**



GET NOTICED →

# 5X Your Leads by Building a Strong Online Presence

SPEAKER ↓  
PHIL RISHER



## Optimize Your Google Business Profile

**Why?** 87% of homeowners start their search on Google, and 40% of clicks happen in the Google Business Profile map pack.

### → How to Improve

- Double-check your business information for accuracy and completeness.
- Benchmark your reviews against top competitors and implement strategies to collect more reviews (e.g., QR codes, customer incentives, follow-ups).
- Make sure your business address is in your target city to boost local visibility.

## Build a Website That Ranks High

**Why?** Good Search Engine Optimization (SEO) means higher rankings when people search for your services, which means increased website traffic and more local visibility.

### → Focus on Local SEO

- Create service area pages to cover the various locations you serve.
- Add service-specific pages to target each offering or service that you have.

### → The Big 3 for Technical SEO

- **Title tags:** Include the service and location.
- **Meta descriptions:** Highlight the service and area with a call to action.
- **H1 headers:** Reinforce the service and area.

**Aim for unique content:** Google doesn't like generic content, so avoid AI-generated repetition. Instead, tailor content to each location with relevant details, images, and unique descriptions.

## Make it Easy for Customers to Take Action

### → Must-Have Call-to-Actions:

- **"Get estimate" button:** Link to a contact or estimate form.
- **"Call now" button:** Make calling easy, especially on mobile phones.
- **Chat widget:** Start instant chats for quick questions.

### → Don't Forget Mobile Phone Users

- Over half of home service website visitors use mobile devices when searching for service.
- Use sticky headers, clear navigation, and fast-loading pages to create a smooth experience.

**Pro Tip:** Add an estimate calculator to your site—it's a great way to pre-qualify leads and collect their contact details.

## Leads Over Traffic

Ranking high on Google and increasing website traffic is great, but it's only useful if visitors turn into leads.

- Check your website's user journey to identify gaps where visitors might drop off.

### Business Website in Jobber → Build a professional website in minutes

Jobber will create a website for you that you can easily edit. Your website automatically comes with a request form to capture leads for you 24/7.



GET NOTICED →

# Beat Your Competition with 3 Branding Tactics

SPEAKER ↓

DEBBIE SARDONE



## Focus on One Big Thing

- Your brand should be known for “one special thing” that makes you different from everyone else.
- Avoid blending in by focusing on generic qualities like quality, reliability, or affordability—these are expected, not unique!  
→ *Example:* Domino’s is known for “30-minute delivery or it’s free,” not just for making really good quality pizza.

## Build Your Brand Around What Matters

- Your brand should be about what’s important to you, your customers, and your team—not just what you do.
- Think about your core *values* and let them guide your brand.  
→ *Example:* TOMS Shoes built their brand around giving—buy one pair, give one pair to a child in need.

## Create Connection to Your “One Thing”

- Talk about your “one thing” everywhere: in ads, social media, networking events, and with your team.
- Get the word out: Tell your story to local news or team up with groups that care about the same things you do.  
→ *Example:* Debbie Sardone’s cleaning business became famous for offering free cleaning to families battling cancer. This led to a nonprofit called *Cleaning for a Reason*.

### Jobber Marketing Suite →

#### Meet the easier way to grow your business

Attract more customers by making it easy for current customers to review and refer you. Win more work by promoting your services with effortless email campaigns. And do it all seamlessly within the same platform you use to manage your daily operations.

## Stop Trying to Fit In

- Playing it safe is the real risk. If you just compete on price, you’ll never stand out.
- Build your brand around something authentic that inspires your team and resonates with your customers.  
→ *Example:* Oprah Winfrey stopped following the “misery” trend of daytime talk shows and built her brand around empowerment, becoming #1.

## Challenge Yourself

- Ask yourself: What do I want my business to be known for?
- Think beyond what you do—focus on how you make people feel.
- Share your “one thing” with your team, customers, and community.

## Easy Tips to Get Started

- **Lead with your ‘one thing’** in all advertising—stop focusing on discounts or guarantees.
- **Talk about it everywhere:** Share it in networking meetings, on social media, and with your team.
- **Get noticed:** Your “one thing” is newsworthy—reach out to tell local news or write about it online.



# Sales Secrets to Double Your Revenue in 2025

SPEAKER ↓

JON MARGALIT



## 1. Master the Home Service Sales Funnel

To scale your business, you need a clear plan for guiding customers from interest to purchase.

Here's how:

- **Awareness:** Use ads, content, and word-of-mouth referrals to get noticed.
- **Interest:** Share valuable content on your website and social media to keep potential customers engaged.
- **Consideration:** Stand out amongst your competitors with before-and-after photos, testimonials, and your unique company story.
- **Decision:** Conduct discovery calls to understand customer pain points and highlight how your services can solve their problems.
- **Purchase:** Build trust so customers feel confident choosing you over competitors.

## 2. Make Discovery Calls Count

A great discovery call builds trust and sets the stage for a sale.

- **Start strong:** Greet with confidence. Show you're the expert with solutions to their problem.
- **Ask smart questions:** Understand their needs and offer tailored solutions.
- **Focus on listening:** Avoid interrupting and using filler words. Let the customer do most of the talking.
- **Don't compete on price:** Differentiate your services to show value beyond cost.

## 3. Use Psychology to Close More Deals

- **Tip #1: Present solutions. Not products.** Frame your services as solutions to their problems.
- **Tip #2: Empower your prospects.** Let them feel they're making the decision, not being sold to, by asking them if they think your services can solve their problem.
- **Tip #3: Pain Over Pleasure:** People act faster when there's a problem—highlight how your service prevents these.

## 4. Be Fast—Speed Builds Trust

A fast response shows you value your customers' time and sets you apart from competitors.

- Answer calls within two rings and reply to contact forms and messages within minutes.
- Have a system to respond to inquiries quickly.
- Dedicate staff or tools to ensure no lead is missed.

**Why it matters:** 70% of consumers say they wouldn't recommend a business to friends that responded too slowly (or not at all!).

## 5. Use Social Proof

Your reputation is your best sales tool.

- Use before-and-after photos to showcase your work.
- Encourage satisfied customers to leave reviews by personally reaching out and asking for feedback. Make them feel special!

**Pro Tip:** Create a viewer gallery with a photo slider on your website to show dramatic transformations—it's simple and highly effective.



# How to Grow to \$1M the Profitable Way

SPEAKER ↓

TOM REBER



## 1. It All Starts with Leadership

Your business will only go as far as your leadership. If your business is struggling, start by **looking in the mirror**.

Are you setting clear goals? Holding yourself accountable  
Leading by example?

A strong leader **invests in personal growth**, sets the vision for the company, and takes responsibility for failures.

## 2. Build a Strong Culture

Culture isn't just company values written on a wall—it's how you **run your business every day**.

- Set high standards. Don't be afraid to **let go of underperformers**. Keeping the wrong people can drag your whole team down.
- Reward the right employees. If you create a great culture, **the right people will want to work for you**, and the wrong ones will weed themselves out.

## 3. Satisfied Employees = A Stronger Business

Happy employees **work harder, stay longer, and care more**. To keep your team engaged:

- Pay them **above the industry average**.
- Talk to them about their personal and career goals. **How can your business help them succeed?**
- Show appreciation for their work—bonuses, team outings, and even just saying “thank you.”

## 4. Loyalty Brings Productivity

When employees feel valued, they work better. They're more efficient, require less supervision, and take pride in their work.

- **Be transparent** about work schedules, company goals, and expectations.
- **Get their input**—let them be part of problem-solving and decision-making.
- **Hold them accountable**—people want to be part of something great.

With **Jobber's team management tools**, you can assign jobs, track hours, and ensure accountability—all while keeping communication clear.

## 5. Better Productivity Leads to Higher Quality Work

Your reputation is only as good as your last job. When your employees are motivated and efficient, the quality of work naturally improves.

- Set a **high standard** for quality and never settle for “good enough.”
- **Regularly check in** on job sites. Praise what's going well, and gently correct what needs improvement.
- Lead by example—if you expect high quality, **show that you care about the details, too**.

With **Jobber's team management tools**, you can assign jobs, track hours, and ensure accountability—all while keeping communication clear.

*Jobber's checklists and job forms help standardize your workflow so every job meets your expectations.*

## 6. Quality Work = Satisfied Customers

Great work alone isn't enough—the **customer experience matters just as much**. Customers remember:

- **How well you communicated** (Did you keep them updated? Did you answer their questions?)
- **How clean the job site was** (Did you leave a mess or clean up properly?)
- **The little things** (Did you treat their home and pets with respect?)

**Pro Tip:** Use the 3-3-3 Follow-Up, check-in with a customer **3 days after the job, 3 weeks later, and 3 months later**

With **Jobber's automated follow-ups**, you can easily schedule check-ins and stay connected with customers—turning one-time clients into repeat business.

## 7. Satisfied Customers Become Loyal Customers

Loyal customers bring **repeat business and referrals**—the easiest and most profitable way to grow.

- Treat them well and stay in touch.
- Offer priority scheduling, special deals, or appreciation events.
- Handle any complaints quickly and professionally.

With **Jobber's customer relationship tools**, you can manage customer history, send appointment reminders, and offer a seamless booking experience to keep clients coming back.



# Win Repeat Revenue With Effortless Customer Communication

SPEAKER ↓

CHRISTINE &amp; FRED HODGE



## 1. Why Communication Is Everything

- Communication directly impacts trust, loyalty, and customer satisfaction.
- Effective communication can set you apart from your competitors.

## 2. The Three Customer "Love Languages"

Emails:

- Best for detailed communication like estimates, service breakdowns, and post-service notes.
- Use bullet points, visuals, and clear explanations.
- Emails can be sent more frequently without overwhelming customers.

With **Jobber's Automated Email and Texts**, you can schedule professional, branded emails to keep customers informed and engaged—saving you time while delivering a seamless experience.

Text Messages:

- Ideal for quick updates, confirmations, or reminders.
- Keep texts short and sweet, like, "Just a heads-up, we're 20 minutes away!"

**Jobber's Two-Way Text Messaging** lets you send and receive texts directly in Jobber, ensuring fast, professional communication that builds trust and keeps customers informed.

Phone Calls:

- Great for building personal connections and trust.
- Use calls to follow up on quotes, discuss services, and check in on clients with a personal touch.

## 3. Building an Effective Follow-Up Sequence

- **Hit All Love Languages:** Incorporate email, text, and phone call touchpoints throughout the customer journey—from initial quotes to service completion and beyond.
- **Timeline Matters:** Shorten the time between initial contact and booking to increase closing rates.

- **Longevity:** Clearview's follow-up sequence lasts 12 years, with periodic emails, texts, and calls to maintain relationships with past clients.
- **Personalization:** Take notes on client preferences, personal details, and service history to foster long-term loyalty.

**Jobber's Marketing Suite** helps you stay connected with past clients by automating review requests, referral campaigns, and email marketing—keeping your business top of mind for years to come.

## 4. Harness the Power of Technology

- Automate your follow-ups to make sure no client falls through the cracks.
- Use tools, like Jobber to schedule communications, store client notes, and send reminders.
- Automation reduces errors, saves time, and helps you focus on growing your business.

**Automated Quote Follow-ups in Jobber →**  
Keep your quotes top of mind for customers

helps you stay connected with past clients by automating review requests, referral campaigns, and email marketing—keeping your business top of mind for years to come.

## 5. Pro Tips for a Winning Strategy

- Include expiration dates on quotes to create urgency. Example: "This quote expires in 3 days—book now to lock in your price!"
- Send reminder texts about quotes nearing expiration or follow up after declines to stay top of mind.
- Set up cancellation policies and use tools to securely store payment details to avoid revenue loss.



# How to Thrive in Your First Years in Business

## SPEAKERS ↓

RAMIZ CHARAGH, TANYA GARDUNO,  
JENNIFER ARTESANI



## The One Thing That Made the Biggest Difference

**Tanya, Color2Color Painting:** Getting the right tools and software in place early, like Jobber, helped her stay organized and saved her from messy paperwork down the line.

**Ramiz, Prime Power Washing:** Establishing a strong brand—logo, uniforms, and a professional reputation—made his business stand out. Google reviews played a huge role in building trust.

**Jennifer, Rosie's Detail House:** Providing excellent customer service and making sure her team delivered on that promise was key to growing fast.

## Attracting Your First Customers

**Word of Mouth:** Happy customers are the best marketers—go above and beyond, and they'll refer you.

**Door-to-Door Canvassing:** After finishing a job, introduce yourself to neighbors and offer quotes on the spot.

*Use Jobber's quoting feature to send professional estimates instantly and even allow clients to approve them online.*

**Building Relationships with Competitors:** Instead of seeing them as competition, collaborate with them. Many businesses need reliable subcontractors and can send work your way. Jobber's team management tools help you organize subcontractor jobs and payments with ease.

*Jobber's team management tools help you organize subcontractor jobs and payments with ease.*

## Building Processes to Prevent Burnout

**Write everything down.** If you had to step away for a week, could your business run without you? Create processes so it can.

**Use technology.** Software like Jobber saves time on admin tasks so you can focus on growing your business.

**Delegate when you're ready.** Whether hiring employees or subcontractors, find people who share your values and represent your business well.

*Jobber's job assignments and GPS tracking help you oversee your team without micromanaging.*

## Pricing Smart (Without Underselling Yourself)

**Don't be the cheapest option.** People value quality, especially for their homes.

**Start mid-range.** As you grow, you can raise prices and be more selective.

**Offer bundles.** Packaging services together can turn a \$200 job into a \$1,000 job. It will save your clients money by combining multiple services at a discounted price and generate more profit for your business.

**Educate your customers.** Help them understand the value of your service so price isn't the only deciding factor.

## Working ON the Business vs. IN the Business

**IN the business:** Doing the day-to-day work—calls, marketing, jobs in the field.

**ON the business:** Planning, hiring, setting goals, tracking numbers, and making long-term decisions.

*Jobber's financial reporting and business insights help you track revenue, expenses, and profitability so you can make informed decisions.*

**Pro Tip:** Challenge yourself to step away for a short time and see what breaks. That'll show you what needs to be fixed so your business can run without you.

## Final Advice for New Business Owners

**Jennifer:** Don't be afraid to make mistakes—they'll help your business grow.

**Ramiz:** Vehicle wraps are a great investment, and staying passionate through the ups and downs will pay off.

**Tanya:** Know your numbers! Even if they aren't great, tracking them will help you make smarter decisions.

Starting a business is a journey, but with the right mindset, tools, and strategies, you can set yourself up for long-term success. Keep learning, keep improving, and stay consistent!



# 5 Ways to Improve Your Cash Flow Immediately

SPEAKER ↓

PAUL MASKILL



## 1. Focus on Accounts Receivable

- **Get Paid Faster:** Make sure customers pay once the job is complete. For large jobs, collect deposits upfront to cover material costs.
- **Set a Routine:** Call clients with overdue payments every 7 days and send daily payment reminders to stay top of mind.
- **Avoid Overdue Invoices:** Limit business with clients who can't pay within 30 days—your business isn't a bank!

*Jobber's Automated Invoice Follow-ups send customized email or text reminders to customers with outstanding invoices, so you can stop chasing payments and focus on growing your business.*

## 2. Stop Using Your Checking Account Balance to Make Financial Decisions

- **Understand True Cash Flow:** Look beyond your bank balance—factor in accounts receivable (money owed to you), accounts payable (money you owe), taxes, and payroll liabilities.

**Pro Tip:** Keep at least 6 months of operating expenses in reserve to handle unexpected costs confidently.

## 3. Stop Buying Vehicles in December JUST to Save on Taxes

- **Think Long-Term:** Buying unnecessary vehicles can drain your cash flow. For example, saving \$17,000 in taxes might result in a \$1,740 monthly payment for 6 years—that's \$125,289!
- **ONLY Buy When Needed:** Buy vehicles only if they will make you money right away, regardless of the time of year.

## 4. Don't Mix Personal and Business Expenses

- Treat yourself as an employee by paying yourself through a salary or draw, not by dipping into company funds.
- Stop using business credit or debit cards for personal expenses—it's critical for consistent positive cash flow and long-term growth.

**Pro Tip:** Work with your Certified Public Accountant to set a fair and sustainable salary for yourself that works with your tax situation.

## 5. Maximize Your Revenue Per Lead

- **Increase Call Booking Rates:** Industry average is 45%, but top-performing companies book at 90%. Train your team with scripts and hold them accountable.
- **Field Closing Rate:** Industry average is around 50%, but great companies reach 75%. Focus on improving follow-ups and addressing objections.
- **Use Automation:** Set up autoresponders for web forms to reply instantly and reassure customers you'll follow up quickly.
- **Boost Average Ticket Value:** Slight increases in the amount customers spend can significantly impact your bottom line.



# Hire or Outsource? Grow Your Business the Smart Way

SPEAKER ↓

RICHARD GROVE



## 1. When to Hire, When to Outsource

- **Hire** when the job is important to your business, requires long-term commitment, and impacts the growth of your business. Example: If you're a landscaper and design is your competitive edge, keep that in-house.
- **Outsourcing works best** for specialized skills (accounting, marketing, IT), seasonal work, or tasks that don't require full-time employees. Example: Hiring a virtual assistant for admin tasks instead of a full-time office manager.

***Jobber Tip:** If admin work is taking up too much of your time, Jobber's automation features (like scheduling, invoicing, and follow-ups) can handle many of these tasks without needing to hire.*

**Bottom Line:** Focus on the value of the role first, then decide if it should be in-house or outsourced.

## 2. Building Your Dream Team

- Look for **skills that complement your weaknesses**—if you're great at marketing but struggle with operations, hire someone to balance that.
- Pick people who **fit your business vibe**—if they don't share your values or work style, they won't last.
- Hire problem solvers—people who can grow with your business and take on challenges as they come.

***GOLDEN RULE:** "HIRE THE HANDBOOK WRITERS, OUTSOURCE THE HANDBOOK USERS." KEEP YOUR CORE TEAM FOCUSED ON STRATEGY AND PROCESSES, AND OUTSOURCE THE REPETITIVE TASKS.*

## 3. Hiring Friends & Family: Be Careful

- **Pros:** Built-in trust, faster onboarding, potential cost savings.
- **Cons:** Harder to hold them accountable, personal/professional lines get blurred, risk of damaging relationships.

**Tip:** Set clear expectations from the start. The version of your cousin you hang out with on weekends is not the same person reporting to you on Monday morning.

## 4. When to Outsource

- **Specialized skills** like bookkeeping, SEO, paid ads, or tech support.
- **Seasonal work** to handle busy periods without long-term commitments.
- **Saving time & costs**—agencies often train employees for you, so you don't have to.
- **Support when needed**—having outsourced support means you're covered when employees are sick or on vacation.

***Jobber Tip:** If you outsource field work, Jobber's subcontractor management tools let you assign jobs and pay subcontractors directly through the platform.*

## 5. Key Takeaways for Growth

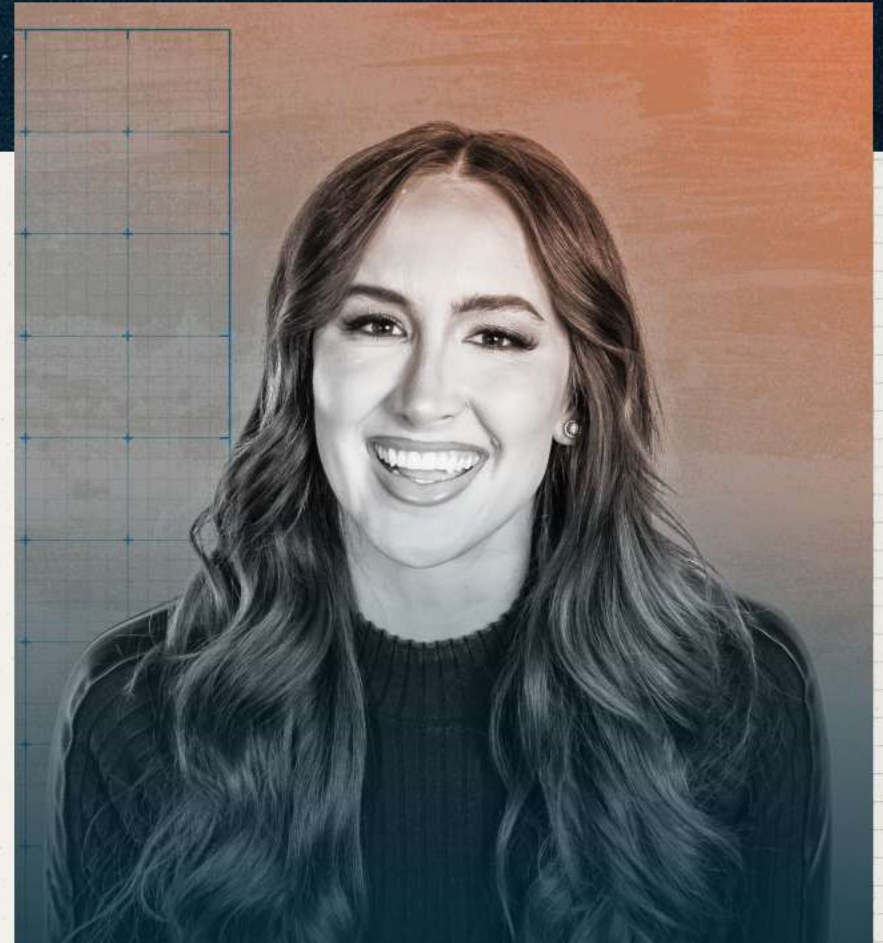
- **You can't do everything forever.** Fire yourself from certain roles so you can focus on leadership and strategy.
- **Use the 3X rule.** A hire should contribute at least 3x their compensation in value, either through direct revenue or by freeing up your time.
- **Hire people smarter than you.** The best leaders, from Steve Jobs to Warren Buffett, all agree on this one.



# Plan Your Next Big Move: Strategic Planning for Impactful Results

SPEAKER ↓

**CODIE SANCHEZ**



## 1. Grow Faster: Buy, Don't Build

- Big companies scale quickly by purchasing existing businesses instead of starting from scratch. Buying an existing business gives you instant customers, systems, and revenue—helping you grow faster with less effort.
- **Example:** If you own a paving company, buying smaller paving companies in your area can help you expand your reach without the slow grind of building from the ground up.

## 2. Build Systems to Scale

- To grow your business, you need systems in place. This includes clear goals, tracking progress, and using technology.
- Your business will never grow faster than YOUR capability + YOUR systems
- **Example:** Create a dashboard to track your business goals and make sure everyone on your team knows what they're working toward.

**Grow with Jobber →**

**Win more jobs and get more jobs done right.**

Grow your revenue and reputation with a single platform proven to help home service businesses succeed.

## 3. Your Business Is Your Brain

- Your business is like a brain—every employee is a part of it.
- Document everything so you don't lose knowledge when employees leave.
- **Example:** Create a resource vault where you store all your business processes and systems.

## 4. The Future of Ownership

- Only 6% of Americans own a business and even fewer own businesses that make over \$1 million.
- By buying businesses, you can take control of your future and build wealth.
- **Example:** Instead of letting big companies buy up small businesses, you can be the one to own and grow them.

## 5. Move Fast and Take Action

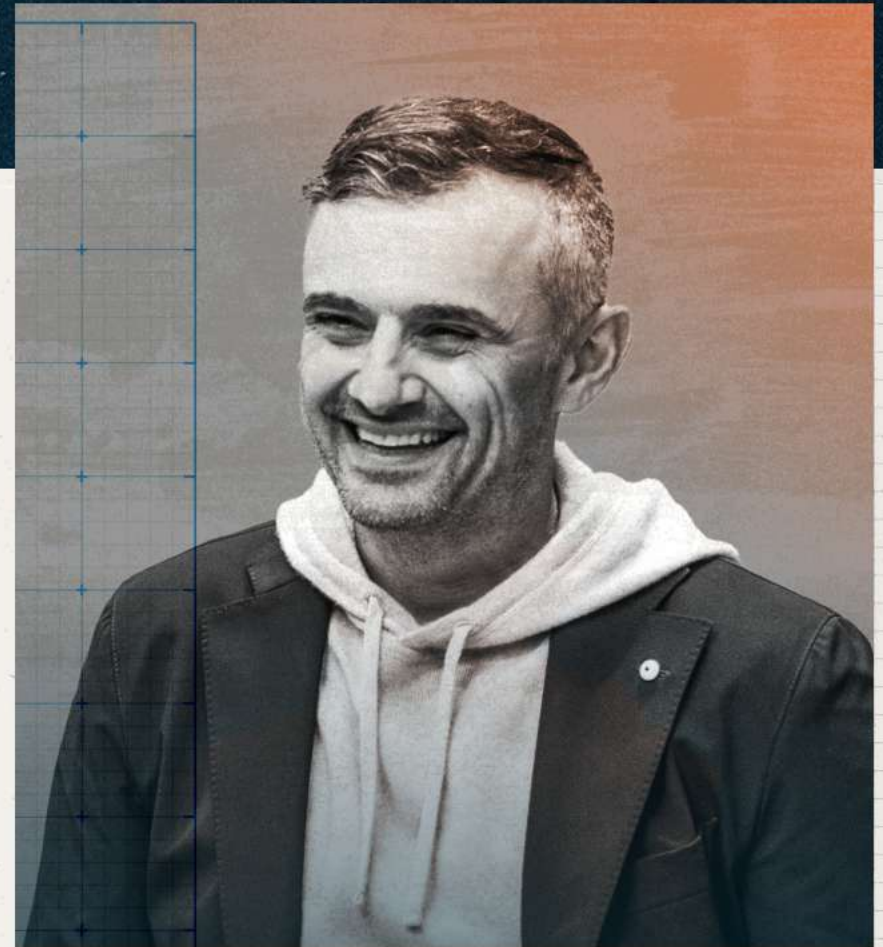
- Speed is key to growth—waiting too long can cost you big opportunities. Make quick decisions and take action when you see a chance to grow.
- **Example:** If a competitor is struggling or a great business is up for sale, act fast before someone else does. The best time to start is now!



# Leadership Strategies for Success in a Changing Landscape

SPEAKER ↓

GARY VEE



## 1. Entrepreneurship Is a Double-Edged Sword

- **Reality Check:** Running a business isn't about yachts or jets—it's hard work, tough decisions, and sleepless nights.
- **No Regrets:** If you're unsure about closing your business, fight for as long as possible. Regret can be worse than an empty bank account.
- **Self-Awareness Is Key:** Perseverance is vital, but so is recognizing when something isn't working. Balance grit with humility and honesty.

## 2. Lead with Empathy and Kindness

- Treat all employees, from the best to the weakest, with respect and compassion—this sets the tone for your business culture.
- **Retention Is Everything:** Employees don't work for you—they work with you. Respect them, and they'll stick around.
- Leadership is about taking the pressure and creating solutions, not passing anxiety down to your team.

## 3. Change and Growth Means Being Adaptable

- **Customer Expectations Are Evolving:** Word of mouth is still powerful, but AI and search technology are changing how customers find businesses. Start preparing now to adapt to AI-driven tools and trends.
- **Social Media Is Non-Negotiable:** Post videos, share your skills, and build trust. Pair successful content with localized ads for maximum impact.

## 4. The Future of AI and Robotics

- AI is already revolutionizing productivity and training. Use it to create efficient systems and upskill employees faster.
- **Look Ahead:** Consider how advancements in AI and robotics may impact your industry in the next 5-10 years. Plan for a business model that stays relevant.

## 5. Plan for the Next Five Years

- Take a day to think about your business's future. Where do you want to be in five years?
- If your goal is to exit the business or pass it down, start preparing now. Train successors, refine systems, and avoid surprises.