

DONE-FOR-YOU GROWTH FOR LOCAL BUSINESSES

A GROWTH GUIDE FROM BUSINESS RESTORATION CONSULTANTS GROUP · EDITION 2026

The Local Growth Playbook

How Triangle NC service businesses actually win more customers — without juggling five different vendors to do it.

TRIANGLE, NC · [BUSINESSRESTORATIONCONSULTANTS.COM](https://businessrestorationconsultants.com) · FREE

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Plus: a 100-point self-scoring growth scorecard, common growth myths debunked, vendor red flags, ready-to-use templates, an industry quick-reference, 2026 benchmarks, a glossary, and how to reach us.

Worksheet 0: Your Growth Starting Point

Before Chapter 1, spend five minutes here. It's your baseline — you'll come back to it in Chapter 11.

WORKSHEET 0

Where you actually stand today

Do you rank in the top 3 of the Google Map Pack for your main service + city? (Y / N / Not sure)

How many Google reviews do you have, and what's your average rating?

When did someone last post to your Google Business Profile?

Do you know your current card-processing rate, all-in?

Do you have a written system for following up with past customers?

Are you currently paying for marketing, ads, or SEO anywhere? Who / how much?

Finish this: "The reason I haven't fixed this yet is _____."

Common answers to that last one: no time, don't know where to start, tried something before that didn't work, or didn't realize how much it was actually costing. Whatever you wrote, keep it in mind — this guide is built to answer it directly.

DIAGNOSTIC

Score Yourself: The 100-Point Local Growth Scorecard

Score yourself honestly now, then come back after your 90-day plan (Chapter 11) to see the movement.

Category	Points	Your score
Website (speed, mobile, booking/ordering, clear next step) — Ch. 2	20	___ / 20
Google Business Profile & search presence — Ch. 3	20	___ / 20
Reviews (count, recency, rating, response process)	15	___ / 15
Social media presence & cadence — Ch. 4	10	___ / 10
Payment processing (know your real rate, no junk fees) — Ch. 5	10	___ / 10
Follow-up system for past customers — Ch. 6	15	___ / 15
Direct mail / offline reach, if relevant to your service — Ch. 7	10	___ / 10
Total	100	___ / 100

80–100: You're ahead of most local businesses in your category. Focus on consistency (Chapter 10) and squeezing more out of follow-up (Chapter 6), which is where even strong performers usually still have room.

50–79: Solid foundation, real gaps. Use your lowest-scoring category as your Chapter 11 priority #1.

Below 50: A completely normal starting point — most owners have never checked this systematically. Start at Chapter 2 and work through in order.

Want a head start on the website line? Run the free Curb Appeal Score at businessrestorationconsultants.com/check — it scores your site out of 100 in seconds.

Five Growth Myths, Worth Clearing Up

Myth: "My website looks fine, so it's fine."

Looking fine and converting are different things. A site can be visually polished and still load slowly on mobile, bury the phone number, or never show up in search — all invisible to the owner, all obvious to a customer who bounces after five seconds.

Myth: "More social posts always help."

Sporadic bursts — ten posts in a week, then silence for two months — perform worse than a slower, steady pace. Consistency beats volume, on social and on Google both.

Myth: "Switching payment processors is a hassle that isn't worth it."

It's often a quick switch with no new hardware required in many setups — and the only way to know whether you're overpaying is to actually look at your statement. Worth the ten minutes to check (Chapter 5).

Myth: "Cold outbound doesn't work anymore."

Untargeted cold outbound doesn't work well. Outbound aimed at a specific, current trigger — a storm-damage area, a new-mover list, an expired-service window — still performs, because it's relevant, not because it's outbound. (It also has to follow the rules: calling hours, Do-Not-Call lists, and honoring every "stop.")

Myth: "I don't have the marketing budget for all of this."

Much of what's in Chapters 2–8 isn't an added cost — some of it (checking processing fees, catching a slow website) can pay for itself. The real question usually isn't budget, it's time and follow-through, which is exactly what Chapter 10 is about.

YOU HAVE A NUMBER. NOW WHAT?

Let's go through your score together.

20 minutes. Free. No obligation, and nothing to install.

If you filled in the scorecard on the previous pages, you're now holding something most local business owners never get: an honest read on where your business actually stands.

The problem with a score is that it tells you WHERE you stand without telling you WHAT to do first. A 43 out of 100 could mean eight small problems or one expensive one. Those need very different responses, and guessing wrong costs you a quarter.

What happens on the walkthrough

- **We pull up your actual site and Google listing.**

Not a template audit. Yours, live, on the screen while you watch.

- **We tell you which ONE thing to fix first.**

Ranked by what it costs you per month, not by what's easiest to sell you.

- **You get the ranking whether or not you hire us.**

Plenty of what we find, you or your nephew can fix in an afternoon. We'll say so.

Book your walkthrough

Pick a day and a time window that suits you:

businessrestorationconsultants.com/qualify

Or call (984) 314-1141 — Ari, our AI assistant, answers and can book your walkthrough.

Not ready to talk to anybody? Fair enough. Run the free Curb Appeal Score at businessrestorationconsultants.com/check and you'll get your website scored in seconds, no conversation required.

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This is the teaser edition. The complete 30-page Playbook is yours on the walkthrough.