

VOLUME 1

TINT TO WIN



**HOW TO BUILD A \$10K/M
WINDOW TINT BUSINESS
FROM SCRATCH**

Tint to Win: How to Build a \$10K/Month Window Tint Business from Scratch

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Part I — Prime the Glass

Chapter 1

The \$10K Mindset: See the Money Before You Cut the Film

“Businesses don’t rise to the level of your skill; they fall to the ceiling of your beliefs.”

1.1 Why \$10K/Month Is the Perfect First Target

Metric	Bare-Bones Operator	Lean Two-Person Shop	Comfort Crew (3-4)
Avg. ticket (retail auto tint)	\$320	\$450 (add-ons)	\$580 (add PPF strip/ceramic)
Jobs needed for \$10 K gross	32 / month (≈8 / wk)	23 / month (≈6 / wk)	18 / month (≈4-5 / wk)
Net margin after film & rent	45 %	50 %	55 %
Net take-home	\$4.5 K	\$5.0 K	\$5.5 K+

Why it matters: it’s **achievable in 90 days**, yet big enough to force you to learn marketing, systems, and premium positioning early.

1.2 The Tint Value Equation

$$\text{VALUE} = \frac{(\text{Dream Outcome} \times \text{Likelihood})}{\text{Time} + \text{Effort} + \text{Pain}}$$

Element	Tint Translation	Knob You Can Turn Today
Dream Outcome	Feel cooler, look richer, protect interior	Show real temp-gun drop & side-by-side glam shots
Likelihood	“Will this install last?”	Lifetime warranty, live peel demo, showcase 100+ 5★ reviews
Time Delay	“How soon do I get relief?”	90-minute express package, mobile pickup/drop-off
Effort & Pain	“How hard is this for me?”	Concierge lounge, Uber voucher, no-questions bubble fix

Your 10K rule: *Every week turn at least one knob up (↑) or denominator knob down (↓). Stack those micro-wins and the math forces revenue to rise.*

1.3 Starving-Crowd Signal Check

1. **Google Autosuggest:** Type “window tint” + your city ⇒ note the first autocomplete (often “near me” or “price”).
2. **Facebook Groups:** Search “[City] car mods” ⇒ count *weekly* tint posts (≥3 = green light).
3. **Heat Index Map:** If summer highs hit **90 °F+**, you’re already sitting on a crowd begging for shade.

If all three pings are positive, congratulations—you’re fishing in a barrel. If one’s weak, tighten your niche (e.g., Tesla owners, fleet vans, storefront glass).

1.4 Rewiring Your Brain for Premium Pricing

The old installer thought: *“Nobody around here pays more than \$250.”*

10K thinker: *“How do I make \$450 feel like \$250 worth of effort for the customer?”*

Exercise – Price Stretch Drill

1. List your current package & price.
2. Add one *Outcome Amplifier* (ceramic upgrade) and one *Effort Remover* (loaner car).
3. Raise price 25 %.
4. Pitch it 10 times this week.

Track closes. ≥3/10 means the market accepts; lock it in. <3/10? Improve perceived outcome before touching price again.

1.5 The \$10K Month Math—Tattoo It on Your Wall

$\$10\,000 \div \$450 \text{ ticket} = 23 \text{ jobs} \div 4 \text{ weeks} = 6 \text{ installs/week}$

Six installs a week is one car per weekday + overflow on Saturday.

Translation: you need about **9–12 leads** each week (assuming a 60–70 % close rate). The rest of this book shows you how to generate, convert, and fulfill that in your sleep.

1.6 Action Checklist — Commit Tonight

Task	Done ?
Write your personal \$10K math on a sticky note above your workbench	☐
Map your current offer onto the Value Equation and highlight weakest knob	☐
Draft a \$450 “Dream Outcome” package (even if you still charge \$299—for now)	☐
Schedule one 15-minute daily mindset review (audio, podcast, or reread this chapter)	☐

Remember: Your hands might lay the film, but your *mindset* sets the margins. Master this chapter and the rest becomes mechanics.

Next Up → Chapter 2: Why Tint Beats the 9-to-5 (and How to Prove It on Paper)

We’ll dissect startup costs, show a break-even model, and reveal why banks secretly love tint shops far more than restaurants.

Chapter 2

Why Tint Beats the 9-to-5 (and How to Prove It on Paper)

“Employees rent their time. The owners compound it.”

2.1 The Employee Trap vs. the Tint Payoff

Scenario	Hourly Wage Job	Solo Mobile Tinter	Lean Shop (2 bays)
Typical Gross Pay	\$25/hr → \$52 k/yr	\$450 ticket × 6/wk → \$140 k/yr	\$580 ticket × 12/wk → \$362 k/yr
Gross Margin	—	65 %	55 %
Owner Take-Home (after film, fuel, basic overhead)	—	≈\$90 k	≈\$200 k
Asset Value Created	\$0	Book of clients you can sell	Brand + location you can franchise

Take-away: Out-earn a mid-career salary **in ≤ 6 installs a week**—and build an asset that pays even when you’re at Disneyland.

2.2 Startup Cost vs. ROI — The “Heat-Gun Hedge”

Spend Bucket	Bare-Bones Mobile	Modest Single-Bay	Notes
Basic tools & heat gun	\$600	\$600	Buy once, depreciate forever
Plotter / Computer	\$0 (hand-cut)	\$2,500	Lease later if volume jumps
First film order (5 rolls)	\$1,250	\$2,000	Wholesale ≈ \$250–400/roll
Branding & wraps	\$300 magnets	\$2,000 light wrap	Looks matter = higher close rate
Insurance & licenses	\$600	\$1,200	Annual GL + bonded shop
Total Launch	≈ \$2.8 k	≈ \$8.3 k	Restaurant = \$250 k 🤖

ROI Math (Bare-Bones)

Investment: \$2.8 k

Profit per job: \$290

Break-even installs: **10 cars**. That could be **two Saturdays**.

2.3 90-Day Break-Even Forecast (Modest Single-Bay)

Assume:

- 6 installs / week × \$450 avg ticket
- 55 % net margin → **\$148 profit per car**

Month	Installs	Profit	Cumulative
1	18	\$2,664	\$2,664
2	24	\$3,552	\$6,216
3	30	\$4,440	\$10,656

Your **\$8.3 k** startup is recouped by week 10 — and you're cash-flow positive while friends are still paying student loans.

2.4 Risk Profile: Tint vs. Other Trades

Factor	Window Tint	HVAC	Food Truck
Material Shelf Life	Film lasts 3–5 yrs	Components 90 days	Produce 3 days
Tool Wear Cost	Low (squeegees)	High (compressors)	Medium (kitchen)
Seasonality	High summer spike, but year-round (fleet/commercial)	Hot & cold seasons	Weather dependent
Entry Barriers	<i>Skill + minimal capital</i>	Licensing + union	Permits + commissary fees

Tint rides a **sweet risk:reward ratio**—tight startup, healthy margins, and skills that age like ceramic film.

2.5 Proving the Numbers to Yourself (and Your Spouse)

1. **Download a free P&L template** (Google Sheets).
2. Plug in *only three variables*: installs/week, avg ticket, film cost.
3. Let formulas spit out monthly take-home.
4. Compare the current paycheck—then to your *desired* paycheck.
5. If gap $\geq$ \$4 k/mo, the spreadsheet becomes your permission slip to go all-in.

(Action tip: Print the sheet, sign and date it. Physical commitment hacks the brain.)

2.6 Mindset Shift — From Hourly Earner to Equity Builder

Wealth = (Value You Create) $\times$ (Time) $\times$ (Leverage) $\times$ (Skills)

Tinting checks all boxes fast:

- **Value:** Instant, tangible comfort + status.
- **Time:** 1-2 hrs per car $\rightarrow$ scale with helpers.
- **Leverage:** Plotter files, SOPs, automated quotes = clone your output.
- **Skills:** Transferable to PPF, wraps, flat glass—all higher ticket.

2.7 Action Checklist — Do It Tonight

Task	Done ?
List your real monthly living costs (rent, food, gas).	☐
Open a blank P&L sheet and model 6 <i>installs/week</i> .	☐
Circle the week you surpass your salary → mark calendar.	☐
Share the sheet with an accountability partner.	☐
Draft a “Why I’m Starting This Shop” one-page letter to future you.	☐

Rule #2: If the spreadsheet proves tint beats your wage, *believe the math*—then let the rest of this book show you how to collect the cash.

Next Up → Chapter 3: Picking Your *Starving Crowd* (Who’s Begging for Shade?)

We’ll narrow to the juiciest market segments—Tesla owners, fleet vans, baby-on-board moms—so every promo lands like a heat gun on cold film.

Chapter 3

Picking Your *Starving Crowd* — Who's Begging for Shade?

“If you have to convince them they have a problem, you're already losing.”

3.1 The “Hot Car” Litmus Test

A *starving crowd* in tinting is any group that:

1. **Feels heat/pain daily** (literal or status).
2. **Can pay now** (disposable income or fleet budget).
3. **Talks to each other** (word-of-mouth multiplier).

Score every niche 1-5 on each axis → chase the 12-15 totals.

Niche	Heat/Pain	Wallet	Viral	Total
Tesla Owners	5	5	5	15
Fleet Vans (HVAC, plumbing)	4	5	3	12
Baby-on-Board Moms	4	4	4	12
Classic-Car Purists	3	4	2	9

3.2 Build Your “One-Sentence Niche”

“I tint [Vehicle Type] for [Audience] so they avoid [Pain] and gain [Outcome] in under [Time].”

Example — “I tint Model Y’s for Bay-Area parents so their toddlers stop roasting and their car looks factory-stealth in 90 minutes.”

Post that on every bio, flier, and voicemail. Clarity converts.

3.3 Niche Micro-Offers That Close Instantly

Starving Crowd	3-Part Micro-Offer	Fast Close Tip
Tesla Owners	Free IR meter demo ► Lifetime no-signal-loss guarantee ► Bonus <i>screen-shade protector</i>	Park at Superchargers on Saturdays; demo while they wait.
Fleet Managers	Volume discount tiers ► 72-hour turnaround ► Mobile service at depot 6 am start	Quote per van; show ROI on fuel (A/C load).
Baby-on-Board Moms	Same-day stroller-drop valet ► Medical-grade ceramic ► “Nap-ready” guarantee (temp gun footage)	Partner with pediatricians; leave trifold in waiting room.
Luxury Dealers	50-car prepaid pack ► Dealer-branded window stickers ► “Buy today, tint tomorrow” concierge	Require 10-car deposit; upsell PPF later.

3.4 Where to Hunt: Lead Source Matrix

Niche	Top 3 Lead Wells	Setup in 24 hrs?
Tesla	1) FB "Model 3/Y Owners – [City]" 2) Reddit r/TeslaMotors meetups 3) Supercharger pop-ups	Yes
Fleet	1) Chamber of Commerce list blast 2) LinkedIn Sales Nav search "fleet manager" 3) Cold drive-by at depots 7 am	Yes
Moms	1) Instagram mom-fluencers 2) Day-care bulletin boards 3) Target parking-lot QR flyers	Yes
Dealers	1) GM/DP LinkedIn DM 2) Noon pizza drop-off with film samples 3) Dealer-only email drip	Yes

3.5 The "Tint Hook" Ad Formula

1. **Pain Snapshot** – Photo of steering-wheel temp at 140 °F.
2. **Dream Outcome Copy** – "Drive home 45 °F cooler in 90 minutes."
3. **Offer Stack** – Ceramic upgrade + lifetime warranty + \$50 gift card if booked today.
4. **Scarcity Trigger** – "Only 5 Tesla slots this week."

Run as FB Lead Ad; cost per lead for tight niche often <\$6.

3.6 Validate in a Weekend — 10-Lead Stress Test

1. Pick your highest-score crowd.
2. Deploy one hook ad Fri 8 pm → Sun 8 pm, \$100 budget.
3. If **≥10 leads**, the niche is green-lit.
4. Close at least 3 of them on Tuesday → you're profitable Day 4.

(If not, tweak the headline or micro-offer; don't abandon until two failed tests.)

3.7 Action Checklist — Lock Your Crowd

Task	Done ?
Score at least 4 niches with the 15-point grid.	☐
Craft your one-sentence niche statement & post on socials.	☐
Build one micro-offer bundle for top niche.	☐
Launch \$100 weekend test ad and track leads.	☐
Book first 3 installs from test list next week.	☐

Rule #3: *Sell to hungry people first; teach the picky ones later.* Nail a starving crowd and your marketing spends pennies to grab dollars.

Next Up → Chapter 4: Dream Outcome Engineering — Building Your *Grand Slam Tint Offer*

We'll juice the Value Equation: guarantees, bonuses, and scarcity plays that make \$450 feel like a steal—and push price-shoppers straight to voicemail.

Part II — Craft the Grand-Slam Offer

Chapter 4

Dream-Outcome Engineering — Building Your Grand Slam Tint Offer

“If the offer is a no-brainer, you don’t need to be closer.”

Your marketing budget should feel tiny next to the gravity of your offer. In other words: **stack so much perceived value that \$450 looks like a discount** and shoppers would feel dumb saying no. This chapter deconstructs that stack.

4.1 What Makes an Offer “Grand Slam”?

Hormozi’s four levers (Dream Outcome, Likelihood, Time Delay, Effort/Pain) must all tilt in the buyer’s favor **simultaneously**. Miss one lever and your price ceiling collapses.

4.2 Lever #1 — *Dream Outcome Clarity*

Crowd	Raw Desire	“Tinted” Dream Outcome Sentence
Tesla parents	Keep kids cool + interior pristine	“Drop 45 °F in the back seat and keep vegan leather crack-free for 10 years.”
Fleet manager	Reduce A/C fuel burn	“Save \$300 per van per year—installation off the clock.”
Luxury dealer	Faster CPO turn	“Sell each used Benz three days sooner with a factory-match tint.”

Do tonight: Write one sentence per niche that makes the dream outcome *quantifiable* (°F, dollars, days).

4.3 Lever #2 — *Likelihood Maximizers*

Concrete Proof

- IR-meter live demo (show 98 % IR rejection)
- Before/after temp-gun photo texted to client

Reputation Signals

- 200 + Google ★★★★★ reviews
- Tesla-owner Facebook testimonials with photos

Risk-Reversal Guarantee

- “Bubble-Free or We Buy You Lunch” within 30 days
- “Lifetime No-Fade Re-do” (film + labor)

A strong guarantee increases closes more than it costs in callbacks—track it; keep if < 3 % claims.

4.4 Lever #3 — *Time-Delay Smashers*

Pain	Weapon	Implementation
"I can't be without my car."	90-Minute Express Bay	Block one bay solely for two-window + sedan jobs.
"My shop hours clash with work."	6 am Drop-box + 9 pm Pickup	Smart lock cabinet + SMS code.
"Booking is a hassle."	40-Second Mobile Checkout	Square link w/ preset packages + Apple Pay.

Cut perceived delay and you automatically out-price slower competitors.

4.5 Lever #4 — *Effort & Pain Killers*

- **Comfort Bar:** AC lounge, espresso, Wi-Fi, PlayStation.
- **Free Uber** to & from nearby mall ($\leq$ \$14 beats customer boredom).
- **Mobile redo** if flaws appear within 30 days.

Remember: *zero* friction = *zero* haggling.

4.6 Bonus Stack — The "Sprinkles"

Bonus (cost to you)	Perceived Value	Why It Works
Windshield visor (\$4)	\$25	Tied to heat relief theme.
Screen-shade protector for Tesla (\$8)	\$40	Feels exclusive to that crowd.
Lifetime film care kit (spray + towel, \$3)	\$20	Extends benefit timeline.

Stack 2-3 bonuses; announce total "\$85 free today." Anchors price upward without raising COGS.

4.7 Scarcity & Urgency — Ethical FOMO

- **Capacity Scarcity:** “Only 12 ceramic slots each week—plotter queue is finite.”
- **Calendar Scarcity:** “Tesla-Tuesday discounted \$50; resets next week.”
- **Bonus Scarcity:** “Free visor with bookings before Friday night.”

Never fake scarcity—rotate real constraints.

4.8 Price Anchoring & Packaging

Tier	Contents	Anchor Price	Your Real Price
Ultimate Ceramic Elite	IR 98 %, visor, Uber rides, lifetime redo	\$899	\$699
Signature Ceramic	IR 95 %, visor, lifetime redo	\$699	\$499
Classic Tint (good)	Dyed film, 3-yr warranty	\$399	\$299

The percentage who pick the middle tier is usually 60-70 %. The high anchor justifies the middle.

4.9 Plug-and-Play Offer Template

“Get **[Dream Outcome]** in **[Time]** with **zero risk**—backed by **[Guarantee]** + **[Bonus Stack]**. Only **[Scarcity Trigger]** left this week.”

Example:

“Get 45 °F cooler in 90 minutes with zero risk—backed by our Bubble-Free or We Buy You Lunch guarantee + a free \$40 Tesla screen-shade protector. Only 7 Model Y slots left this week.”

4.10 Case Study — Tesla “Model Y Black-Out”

Lever	Implementation	Result
Dream Outcome	“Stealth look + 45 °F cooler.”	Click-through ↑ 71 %.
Likelihood	IR demo + 221 Tesla reviews.	Close rate ↑ 24 %.
Time Delay	90-min express + Supercharger lounge.	Walk-outs ↓ 40 %.
Effort	Free Uber to Starbucks.	Tips ↑ 18 %.
Bonus	Screen shade protector.	Average ticket ↑ \$38.
Scarcity	“Tesla-Tuesday: 12 slots.”	All slots filled 48 hrs early.
Net	Avg ticket \$579 vs city avg \$329	76 % gross margin

4.11 Action Checklist — Craft Your Grand Slam Offer

Task	Done ?
Write dream-outcome sentences for the top niche.	☐
Add ONE new guarantee or proof element.	☐
Create at least 2 low-cost bonuses that extend the outcome.	☐
Publish a 3-tier price table on website/social.	☐
Announce real scarcity window (date or slots) this week.	☐

Rule #4: *If you cringe at how good the deal looks for the customer, you're finally pricing correctly.* The better the offer, the less you sell—because the value communicates itself.

Next Up → Chapter 5: Lead Flood Mode — 12 Local Traffic Sources That Print Appointments

You now have a Grand Slam Tint Offer. In Chapter 5 we open the faucet: FB Lead Ads, Google LSAs, fleet cold-email templates, QR sticker guerilla drops, and the “drive-by demo” that books vans on the spot.

Chapter 5

Lead Flood Mode — 12 Local Traffic Sources That Print Appointments

“Cash follows conversations; multiply the conversations and the cash can’t hide.”

Your Grand Slam Tint Offer is primed. Now we turn the faucet so wide it squeaks. The goal: **12–15 fresh leads every week**—enough to book six installs and hit (or blow past) that \$10 K month.

5.1 The Lead-Engine Principle

1. **Audience** ↔ **Offer Fit** is already nailed (Ch. 3–4).
2. **Traffic** simply delivers eyeballs to that offer.
3. **Follow-Up** converts eyeballs to paid appointments.

Most shops starve because they live on **one** traffic trick (usually word-of-mouth). We’ll build *four* categories so a single algorithm tweak never guts your calendar.

5.2 Paid Floodgates

Paid Channel	Why It Rocks	3-Step Setup (≤ 60 min)
Facebook Lead Ads	Cheapest click → pre-filled form	① Use “Hot Car” image ② Add offer line “45 °F cooler in 90 min” ③ Auto-send Calendly link
Google Local Services Ads (LSA)	Top of search on mobile	① Verify business ② Upload insurance ③ Set \$30-\$40 max CPL
Instagram Reels Ad	Thumb-stopping vertical video	① Record IR gun before/after ② Add captions with emojis ③ Promote to 10-mile radius

Paid Rule: \$15 CPL or lower = scale budget. \$30+? Optimize creativity before spending more.

5.3 Free & Organic Wells

Source	Execution Play	Weekly Yield
Google Business Profile	Post one fresh photo and Q&A answer every Monday	2-4 calls
FB Community Groups	Answer “Who tints windows?” threads in 3 mins with demo GIF	1-3 DMs
Car Meets / Supercharger Lots	2-minute IR demo, QR code to booking page	3-5 scans

5.4 Partnership Arteries

Partner	Value Prop They Hear	How to Close Them
Used-Car Dealers	Faster lot-turn, higher ticket	Drop off lunch + visor samples; ask for 10-car prepay
Detail Shops	Upsell bundle split	Offer 15 % referral kickback via Stripe
HVAC / Plumbing Fleets	A/C fuel savings	Cold walk-in 7 am with temp-gun demo

5.5 Guerrilla Tactics

Tactic	Materials	Why It Works
Parking-lot Mirror Hangers	\$0.12 hang-tags, QR to offer	Only hot-car owners see it
Gas-Pump IR Gun Demo	Stand 5 pm–6 pm, 2 hottest days	Immediate pain visual = appointment
Target-Lot Mom Flyers	Thick cardstock + baby photo	Moms see “Nap-Ready Car” headline

Micro-law: Always check local solicitation rules. Private lots beat public poles.

5.6 Content-Engine Drip

1. **One vertical video per install** (before temp, after temp).
2. Post the clip to TikTok, Reels, YT Shorts—same caption:
“45 °F in 90 min. DM ‘COOL’ for quote.”
3. Reuse as FB ad creative next week.

Organic reach pays once; ads make it pay forever.

5.7 Referral Loops

Moment	Trigger	Reward
Install Day	Hand client 3 visor coupons	\$25 off for friend / \$25 Amazon card for referrer
30-Day Check-in SMS	"Bubble-free?" link to review	Auto-enter \$100 tint-for-friend giveaway
Birthday Email	Free visor upgrade for spouse car	Generates second-car sale

5.8 7-Day Lead-Flood Sprint

Day	Action	Outcome
Mon	Launch \$100 FB Lead Ad to top niche	8–10 leads
Tue	Post IR gun reel on IG/TikTok	2 DMs
Wed	Drop lunch boxes at 2 detail shops	1 partnership
Thu	Optimize Google LSA profile + bid	Calls within 24 h
Fri	Print 200 mirror hangers	Weekend guerilla ready
Sat	IR demo at car meet (9–11 am)	5 QR scans
Sun	Review lead sheet, book installs	Fill next week

Repeat weekly; stack channels until total lead cost $\leq$ 10 % of revenue.

5.9 Action Checklist — Open the Floodgates

Task	Done?
Set up FB Lead Ad with 3-step form.	☐
Post one IR gun reel and cross-share.	☐
Claim & optimize Google Business Profile.	☐
Secure at least one service-shop partner.	☐
Print and deploy 200 guerrilla mirror hangers.	☐
Block 30 minutes daily for lead follow-up calls/texts.	☐

Rule #5: *Leads are rented attention—strike while the film is hot.* The more lead streams you light up, the less one algorithm can ever starve your shop.

Next Up → Chapter 6: Upsell & Add-On Mastery — How to 2× Every Ticket

Even a roaring lead engine leaks profit if each ticket stays tiny. Chapter 6 shows the upsell ladder—ceramic, windshield strips, PPF edge guards, nano-coat bundles—and scripts that turn a \$299 job into \$579 without feeling salesy.

Part III — From Squeegee to Profit

Chapter 6

Upsell & Add-On Mastery — How to 2× Every Ticket

“The fastest way to raise revenue is to raise the value of every handshake.”

Six installs a week hit the \$10 K mark — but double the average ticket and you slash that workload in half. Welcome to the upsell ladder: painless add-ons that feel like extensions of your Grand Slam Offer, not pushy sales pitches.

6.1 Why Upsells Matter More Than Leads

1. **Zero extra ad cost** — pure margin.
2. **Higher customer satisfaction** — they leave with the *complete* solution.
3. **Insulation from price wars** — premium bundles are harder to compare.

6.2 The Tint Upsell Ladder (Good → Insane)

Step	Add-On	Cost to You	Avg. Price	Margin	Attach Rate Goal
1	Windshield Strip (5 in)	\$5	\$60	92 %	40 %
2	Ceramic Upgrade	+\$45 roll diff	+\$120	63 %	30 %
3	Sunroof / Panoramic Tint	\$15	\$140	89 %	25 %
4	PPF Door-Edge Guards	\$8	\$85	91 %	15 %
5	Glass Nano-Coat Bundle (water spot repellent)	\$12	\$120	90 %	10 %
6	Annual Maintenance Plan (2-hr bubble check + wash)	Labor slot	\$99/yr	100 %	20 %

Target outcome: Lift a \$299 base job to **\$579** on ≥30 % of tickets.

6.3 Bundling & Price Anchoring

- **Good / Better / Best** still wins:
Classic \$299 → *Signature* \$499 → *Ultimate* \$749.
- Show the *Ultimate* first; the middle then feels safe, not expensive.
- Bonuses (free visor, Uber rides) stay attached to *Signature* and up, never the base.

6.4 Upsell Scripts That Don't Feel Salesy

Moment	Script	Psychology
Booking Call	"Most Model 3 owners add ceramic for max heat-block; want me to quote both so you can compare when you get here?"	<i>Assumed-choice</i> vs yes/no.
Vehicle Drop-Off	<i>After windshield temp read</i> "See that 140 °F? A quick visor strip drops glare by half — takes us 10 min while the film cures."	<i>Visual pain + tiny effort.</i>
Install Bay Walk-Through	"Finger-test this PPF on the door edge — stops chips and costs less than one paint-touch-up."	<i>Comparison to bigger pain.</i>
Pickup Moment	"Loved working on your Tesla. I can lock in a \$99 yearly bubble-check & deluxe wash — that keeps lifetime warranty effortless. Want me to reserve your spot for next year?"	<i>Future-self insurance + reciprocity.</i>

6.5 Visual Cues Sell Faster

Counter Display: IR meter + thermometer + ceramic sample.

A-Frame Sign: “Add Nano-Coat: Water spots slide off for a year — \$99 today only.”

Sticker on Invoice: Tick-box upsells with savings circled in red.

6.6 Tracking the Money — KPI Dashboard

Metric	Target	Tool
Avg. Ticket	\$475+	POS export weekly
Attach Rate per Upsell	Ladder table goals	Google Sheet w/ checkboxes
Upsell Revenue %	≥ 35 % of total	Simple pie chart
Refund / Re-do %	< 3 %	Monday.com board

Review every Monday morning. The metric you ignore is the one that shrinks.

6.7 The 7-Day Upsell Sprint

Day	Action
Mon	Print laminated upsell ladder sheet; train team 20 min role-play.
Tue	Add “Compare Classic vs Ceramic” toggle on booking form.
Wed	Shoot 30-sec reel of nano-coat water-bead demo. Post everywhere.
Thu	Insert A-frame sign inside waiting area.
Fri	Email past 60-day clients: “Forgot the visor strip? 25 slots, \$40 off.”
Sat	Offer free temp-gun check to walk-ins; pitch windshield strip.
Sun	Pull POS report; log attach rates; celebrate wins.

6.8 Action Checklist — Double That Ticket

Task	Done ?
Finalize good/better/best packages with clear price gaps.	☐
Post laminated ladder & run staff role-play session.	☐
Add upsell tick-boxes to digital invoice/checkout.	☐
Install physical visual aids (IR demo station, A-frame).	☐
Set weekly KPIs for average ticket & attach rates.	☐

Rule #6: *If the add-on truly amplifies the dream outcome, it isn't sales — it's service.* Nail that mindset and every customer happily leaves with the fullest cart.

Next Up → Chapter 7: The Tint Script — What to Say, What Not to Say

Scripts close gaps where nerves kill deals. Chapter 7 drops phone, text, and in-person word-for-word frameworks that convert 70 %+ of leads and banish price shoppers without a single awkward pause.

Chapter 7

The Tint Script — Exactly What to Say (and When to Shut Up)

“Words steer wallets; choose the lane before you drive.”

Scripts aren't cages—they're tracks that keep your train from derailing. The goal: **≥ 70 % close rate on warm leads** and a smooth path that filters tire-kickers without wasting breath.

7.1 Phone/DM First-Contact Script (under 90 seconds)

Stage	Line	Why It Works
Greet & Frame	“Hey [Name], thanks for reaching out. Do you have 90 seconds so I can give you an exact quote?”	Permission → attention.
Heat Question	“What’s the hottest temp you’ve seen on your dash this week?”	Brings pain front-of-mind.
Dream Outcome Hook	“Most cars leave 45 °F cooler in 90 minutes.”	Quantified promise.
Budget Prep	“We have two packages: Classic at \$299 and Signature ceramic at \$499. Want the quick rundown?”	Anchors price early.
Soft Close	“Which day works better—this Thursday or Saturday morning?”	Two-choice close.

Pro tip: End every answer with a question to keep control.

7.2 Price-Shopper Text Template

Client: “How much for tint?”

You:

“Happy to help! Two quick questions:

❶ Car year/make/model?

❷ Is glare or heat your bigger pain?

Those answers let me quote the perfect option—usually \$299–\$499 with lifetime warranty.”

Keeps dialog open, qualifies on pain, not just cost.

7.3 In-Shop Walk-Through Script

1. **Show IR Gun Demo** (no words—let numbers talk).
2. **Point to Good/Better/Best board:**
“Most [their vehicle] owners pick Signature ceramic because it blocks 98 % IR. Want to feel the sample?”
3. **Paint a Future Frame:**
“Picture school pickup tomorrow: doors open, the heat punch is gone.”
4. **Assume Start:**
“Cool. We’ll start with the driver window so you can watch. Card or Apple Pay works for deposit.”

7.4 Objection “Cheat Codes”

Objection	Pivot Phrase	Conversion Point
“I’m just shopping.”	“Totally get it—most clients shop in 3 places. Ask each one to show a temp-gun demo; it’s the only honest way to compare.”	Position yourself as a standard-setter.
“That’s more than I expected.”	“Absolutely. Quick math: ceramic saves 15 °F more, which drops A/C load by 20 %. Pays itself in 4 months on fuel alone.”	ROI logic.
“Can you do \$X?”	“If the price is king, we have the Classic at \$299. Most still upgrade once they feel the heat drop—happy to start wherever you’re comfortable.”	Offers choice without discounting Signature.

7.5 Follow-Up Cadence (when they ghost)

Timing	Channel	Message
1 hr	SMS	“Just sent specs & photos. Any quick Qs before my next slot fills?”
24 h	Email	Case study photo of the same model. Subject: “Quick look—temp dropped 46 °F yesterday.”
3 days	Phone	“Holding Thursday 10 am for you. Want me to keep or release the slot?”
7 days	SMS	“‘Cooling-off’ promo ends tonight—still want in?”
14 days	Archive	Move to monthly nurture list (tips reel, review screenshots).

7.6 Action Checklist — Script Mastery

Task	Done ?
Print phone script and tape next to the monitor.	☐
Film IR demo reel for auto-reply.	☐
Role-play top 3 objections with the team (15 min daily).	☐
Add 4-step follow-up sequence to CRM automation.	☐

Rule #7: *Say just enough to move the needle, then shut the heat-gun off.* Master the cadence and prospects will close themselves.

Chapter 8

Client Experience — The Secret Sauce of Retention & Referrals

“Make the first sale flawless; the second comes gift-wrapped.”

People remember how your tint makes them **feel**—cool, cared-for, confident. Nail that vibe and each job spawns two more without an ad dollar spent.

8.1 The Five-Star Flow (from Curb to Review)

1. **VIP Arrival**
Reserved parking cone + chalk name on bay floor.
2. **Comfort Zone**
Climate-controlled lounge, espresso, Wi-Fi.
3. **Real-Time Peek**
Mounted GoPro stream on TV—clients watch install magic.
4. **Photo Finish**
Before/after glam shots texted at pickup.
5. **Guided Review**
QR code on visor asking “★ or 😐 ?”—★ opens Google, 😐 opens manager chat.

8.2 Surprise-and-Delight Moments

Touchpoint	Micro-Gift	Cost	Psychological Impact
Keys Return	Branded microfiber towel	\$1.10	"Pro care continues at home."
30-Day SMS	\$5 Starbucks e-gift	\$4.95	Reciprocity → review.
12-Month Anniversary	\$20 off sunroof tint	\$0 (discount)	Triggers upsell booking.

8.3 Review Rocket Engine

Step	Tool	Target
Auto-SMS 2 hrs post-pickup	NiceJob / Podium	35 % review rate
Video review booth (30 sec ring-light selfie)	iPad stand in lounge	5 videos / month
Quarterly giveaway	Wheel of names from reviews	Engagement spike

More reviews = higher Google map rank → free leads.

8.4 Referral Flywheel

Referral Card stapled to invoice (dual \$25 incentive).

"Show & Tell" Photo — after pickup, client reposts glam shot tagging shop; DM them a thank-you GIF & referral link.

Monthly Tint-for-a-Friend Draw — pool all referrals; Facebook Live winner reveal builds FOMO.

8.5 Handling the Inevitable Bubble Callback

Step	Action	Tone
1	Apologize + immediate slot within 48 h.	Calm & ownership.
2	Fix on video, narrate cause/prevention.	Transparent expert.
3	Gift wash coupon + ask for an updated review.	Turn flaw → fan.

Done right, a mistake becomes a marketing story they tell at parties.

8.6 Experience KPIs

Metric	Target	Tool
Google ★ average	≥ 4.8	GBP dashboard
Review volume / month	20+	Podium/NiceJob
Referral installs %	≥ 30 % of monthly jobs	Spreadsheet tag
Callback rate	< 2 %	Monday.com issue board

8.7 Action Checklist — Client Experience Upgrade

Task	Done?
Create arrival cone + chalk name routine.	☐
Install lounge GoPro live-feed screen.	☐
Automate 2-hour review SMS with link.	☐
Print dual-incentive referral cards.	☐
Track callbacks & close-loop gift process.	☐

Rule #8: *A flawless experience compounds faster than any ad budget.* Blow their minds once, and they'll bring the next three cars for free.

Next Up → Chapter 9: Hiring Helpers — How to Scale Without Losing Control

We'll cover skill tests, pay structures, and a 15-minute daily SOP audit so your growing crew slaps film exactly like you—while you focus on the empire.

Part IV — Stack & Team

Chapter 9

Hiring Helpers — Scale Without Losing Control

“Systems are the strings; people are the puppets. Tug the string, and every limb moves the same.”

Your calendar’s jammed, muscles ache, and leads still pour in. Time to clone your output **without** diluting quality or culture.

9.1 When to Hire (Math, Not Feelings)

Signal	Metric	Threshold
Capacity	Installs/week	> 8 solo
Wait-list	Lead-to-install delay	> 10 days
Fatigue	Avg. wrap-up time	After-hours ≥ 3 nights/week

Hit **two** signals → start job post tomorrow.

9.2 Roles That Print Freedom

Role	Core Tasks	Pay Model	90-Day Success Metric
Prep Tech	Wash, mask, interior vac	\$18–22 hr	Prep ≤ 20 min per car
Install Assistant	Peel liner, squeegee chase, hand-cut edges	\$20–25 hr + \$3/car	Rear window shrink ≤ 8 min
Sales / Front Desk	Answer calls, quote, upsell scripts	\$18–20 hr + 3 % rev	Close rate ≥ 65 %

9.3 4-Step Skill Test (1-Hour Hiring Gauntlet)

1. **Film Scrap Precision** – Cut perfect 2" × 12" strip on glass (checks knife control).
2. **Rear-Window Heat-Shrink** – Time limit: 10 min (gauges speed).
3. **Edge Finish Inspection** – Blacklight check for light gaps (quality mindset).
4. **Customer Role-Play** – Objection "price too high." (culture fit, communication).

Pass 3/4 → hire. Fail any safety red-flag (knife slip) → next candidate.

9.4 Comp Models That Motivate

Model	Best For	Pro	Con
Hourly	New hires	Predictable cost	Slower pace risk
Piece-Rate (\$X/car)	Experienced hands	Speed incentive	Quality policing needed
Profit Share (5 %)	Key lead installer	Ownership mindset	Accounting complexity

Hybrid wins: **Hourly + piece-rate bonus when weekly re-do rate < 2 %.**

9.5 Training Funnel (30-Day Ramp)

Week	Focus	Milestone
1	Shadow & shop safety	Zero cut fingers
2	Side windows solo	≤ 15 min each
3	Rear glass with mentor	Heat-shrink pass
4	Full sedan timed run	≤ 80 min, no contaminants

Graduate → bump pay \$1/hr and add piece-rate bonus.

9.6 15-Minute Daily SOP Audit

1. Pick **one** random car/day.
2. Run a 10-point checklist (edge light, switch seals, dust specks...).
3. Score ≥ 9/10 = , 8 =  (coach), ≤ 7 =  (redo + retrain).
4. Log in the whiteboard—public scores gamify pride.

9.7 Culture Hacks

- **7-min Morning Huddle** → goals, shout-outs, KPI quick glance.
- **Installer Scoreboard** in breakroom → weekly avg. install time vs re-do %.
- **Quarterly “Tint Olympics”** → fastest flawless sedan wins \$250 + belt.

Happy crew → sticky crew → stable quality.

9.8 Action Checklist — Clone Yourself Smart

Task	Done ?
Post role ad (Indeed, local car groups) with skill-test invite.	☐
Assemble 4-step gauntlet materials.	☐
Draft 30-day training schedule & print.	☐
Set up an SOP audit whiteboard.	☐
Implement hybrid pay model with quality gate.	☐

Rule #9: *Hire for hands, fire for attitude—but only **scale** with documented systems.*

Chapter 10

The Tint Stack — Multiply Revenue with PPF, Ceramic Coat & Fleet

“Stack new value on the same customer and watch lifetime worth skyrocket.”

Window tint is step 1. Layer synergistic services and each client becomes a **three-peat paycheck**.

10.1 Why Stack?

- **Shared tools & bays** → minimal extra overhead.
- **Trust carry-over** → easiest sale you'll ever make.
- **Higher tickets** → same lead cost, 2-3× revenue.

10.2 The Revenue Ladder

Tier	Add-On	Avg Ticket	Gross Margin
1	Windshield Ceramic Tint	+\$240	70 %
2	PPF Door Cups / Edges	+\$300	65 %
3	Full Front PPF	+\$1,500	55 %
4	Graphene / Ceramic Coat	+\$900	80 %
5	Fleet Tint Contracts (10+ units)	\$4,000+	60 %

Goal: push 25 % of tint clients up one rung within 30 days.

10.3 Asset Checklist to Add PPF Fast (Under \$7 k)

Item	Cost	Note
60" Plotter	Lease \$250/mo	Same software as tint.
PPF Bulk Rolls (3)	\$1,850	60" × 50' gloss.
Slip Solution Kit	\$120	DIY soap + IPA works.
Edge Seal Tools	\$180	Squeegees, tack cloth.
Training Course (3-day)	\$1,500	Hands-on = fewer re-dos.

Break-even: **2 full-front jobs.**

10.4 Cross-Sell Script (Post-Tint Pickup)

"Paint chips start the moment you drive out. While the film cured, we plotted a precision PPF template for your bumper. Want to see it? Takes 2 hours, saves \$600+ in repaint later."

Close rate ↑ when the bumper template is already cut and shown.

10.5 Stacked Packages

Bundle	Includes	Price	Savings Anchor
Cool & Clear	Full ceramic tint + windshield strip	\$749	\$100 off à la carte
Shield & Shine	Ceramic tint + full-front PPF	\$2,099	Save \$250
Total Armor	Ceramic tint + full-front PPF + 5-yr graphene coat	\$3,199	Save \$600

Display bundles first; à-la-carte list below as "build your own (costs more)."

10.6 Fleet Playbook

1. **List Target Fleets:** HVAC, pest, plumbing, security, school buses.
 2. **Cold-Email Template** → “Cut cabin temps 20 ° & slash A/C fuel by 10 %—ROI in 6 months.”
 3. **On-Site Demo:** mobile IR gun on two vans; tint one window, measure drop.
 4. **Volume Pricing Grid:** 5-pack, 10-pack, 20-pack (step discounts).
 5. **Maintenance Contract:** annual bubble check + PPF edge refresh = recurring revenue.
-

10.7 Marketing the Stack

- **Social Proof Carousel:** Before/after tint and PPF paint-chip video in same Reel.
- **Email Drip:** Day 3 “Congrats on tint, Day 10 “Protect paint next,” Day 25 “Ceramic coat keeps it glossy.”
- **Floor Stickers:** Arrow from tint bay to PPF station labeled “Next-level protection.”

10.8 Action Checklist — Build Your Ladder

Task	Done ?
Secure PPF supplies & training date.	☐
Cut sample bumper template for next 5 pickups.	☐
Print bundle menu & mount at front desk.	☐
Draft 3-email post-tint upsell sequence.	☐
Prospect 20 local fleets; send first 5 cold emails.	☐

Rule #10: *Each service stacked on trust compounds profit faster than chasing new leads.*

Next Up → Chapter 11: Automate & Dominate — Systems, Software, and Scaling

We'll plug in CRMs, auto-quotes, WhatsApp lead bots, and a one-dashboard KPI cockpit so the shop runs like a vending machine—while you scout the next location.

Part V — Automate, Dominate, Decide

Chapter 11

Automate & Dominate — Systems, Software, and Scaling

“If a task repeats, trap it in code and set it free.”

Manual hustle gets you to \$10 K months; automation vaults you to \$25 K+ while you sleep. The mission here is clear: **every repeatable click, call, or calculation becomes software’s problem, not yours.**

11.1 Why Automate?

1. **Consistency** — robots never “forget” follow-ups.
2. **Speed** — quotes in 90 seconds, not 9 minutes.
3. **Visibility** — live KPIs stop nasty surprises.
4. **Margin** — fewer admin hours, fatter profit.

11.2 Your Core Tool Stack (Tint-Shop Edition)

Function	No-Code Weapon	What It Does in <30 Days
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CRM & Pipeline	Monday.com or Jobber	Auto-tags leads, drips status texts, logs revenue.
Quoting & Invoicing	Shopmonkey or TintWiz	2-click templates; one-tap upsell add-ons.
Calendar & Payments	Calendly + Stripe	Self-serve booking with deposit lock.
Automations	Zapier / Make	Glue everything together in minutes.
Comms Blast	WhatsApp API / RingCentral SMS	Mass confirm, upsell, or review-ask.
KPI Dashboard	Google Data Studio	Pulls sales, leads, re-dos into one cockpit.

Non-negotiable rule: pick **one** tool per function, never two.

11.3 High-Impact Zaps & Scenarios

Trigger	Action	Outcome
FB Lead Ad form filled	Create deal in Monday → Send “Thanks, book here” SMS	Prospect books without phone tag.
Stripe deposit paid	Move deal to “Scheduled” + Slack ping crew	Everyone preps the film before the car arrives.
Job closed	Auto-email invoice + review link	35 % review rate on autopilot.
Google review ★★★★★	Generate Canva social graphic, post to IG	Social proof loop—zero human touch.

11.4 The 10-Metric KPI Cockpit

1. Leads / week
2. Lead source mix
3. Close rate (%)
4. Avg. ticket \$
5. Upsell attach rate
6. Gross margin %
7. Re-do %
8. Reviews earned
9. Crew install time (avg mins)
10. Net profit \$

Update daily at 7:00 a.m.; green, yellow, red conditional formatting tells you where to swing the hammer.

11.5 Bottlenecks Solved by Bots

Pain	Automation Fix
Forgotten follow-ups	Drip SMS every 24 h until booked/closed.
Quote typos	Template pulls vehicle data from VIN API.
Missed reviews	2-hour “How did we do?” SMS, 24-hour reminder.
Crew confusion	WhatsApp “Today’s cars” message at 6 a.m. with photos & film codes.

11.6 72-Hour Automation Sprint

Day	Build	Tool	Time
1 (AM)	FB → CRM lead capture zap	Make	45 min
1 (PM)	SMS deposit request + booking link	Twilio/Zapier	60 min
2 (AM)	Stripe webhook → deal stage + crew ping	Zapier	40 min
2 (PM)	Review-ask email + SMS flow	NiceJob	50 min
3 (AM)	Google Sheet → Data Studio KPI board	GDS	90 min
3 (PM)	Test all flows with dummy jobs	—	60 min

Total < 7 hours; lifetime payout = hundreds of saved hours.

11.7 Action Checklist — Flip the Robot Switch

Task	Done?
Pick one CRM and migrate all active leads.	☐
Build FB → CRM → SMS booking zap.	☐
Create Stripe deposit rule (min \$50).	☐
Launch auto review-ask flow.	☐
Publish live KPI dashboard link to crew Slack.	☐

Rule #11: *Work like an artisan on glass—let software handle everything else.*

Chapter 12

Freedom or Franchise — What Happens After \$10 K Months

“Money buys choices; systems buy time.”

You're profitable, automated, and staffed. Now choose your next mountain: **multi-location mogul, franchise king, or high-margin lifestyle owner.**

12.1 Define Your Endgame

Path	Why Choose It	Watch-Out
Lifestyle Owner	Max free time, \$150-200 K take-home	Growth plateaus at local demand.
Multi-Location	2-4 shops in radius, 7-figure gross	Cash drain during ramp-up.
Franchise/Licensing	Passive royalty income, national reach	Legal docs & brand policing nightmares.
Exit Sale	Big payday, zero day-to-day	Must hit pristine books & SOPs.

12.2 Valuation Math (Quick & Dirty)

Profit (SDE) × Multiple = Sale Price

Shop Profile	SDE	Multiple (avg)	Est. Value
Solo, \$150 K profit	\$150 K	1.5×	\$225 K
Two shops, \$350 K profit	\$350 K	2.5×	\$875 K
Franchise model (10 units)	Royalty \$200 K	3-4×	\$600-800 K

Raise the multiple with audited books, zero owner dependency, +5 yrs lease.

12.3 Clone-a-Shop Playbook (Second Location in 90 Days)

1. **Geo Analysis** – pick suburbs with $\geq 80^{\circ}\text{F}$ summers & < 3 competing tint shops.
2. **Copy-Paste SOPs & Automation** – same CRM, pricing, scripts.
3. **Seed Crew** – transplant one senior installer for 60 days; hire locals under him.
4. **Launch Blitz** – \$1 K FB ads, 100 mirror hangers/day, dealer lunches.
5. **Break-Even Target** – 40 installs/month by month 3.

12.4 Franchise/Licensing Kit Essentials

Asset	Detail
Operations Manual	150-page step-by-step, photos, checklists.
Brand Standards	Logos, Pantones, ad templates, review-reply tone.
Tech Stack Login Map	CRM, POS, marketing funnels pre-configured.
Franchise Agreement (FDD)	Attorney-drafted; outlines 6 % royalty, 2 % marketing fund.
Training Bootcamp	5-day hands-on + 30-day remote mentoring.

Charge \$30-50 K franchise fee; aim for 3 signings in year 1.

12.5 Passive-Owner Operating System

Weekly Rhythm	Responsibility	Time
KPI Review	Owner	30 min
Cash-Flow Sweep	Bookkeeper	15 min
Marketing Calendar Approval	VA	20 min
Quarterly Deep-Dive	Owner + Manager	2 hrs

Goal: < **3 hours/week** owner involvement.

12.6 Exit-Ready Checklist

1. **Clean Books** — accrual accounting, 24-month P&L.
2. **Zero Owner Tasks** — prove the team runs 30 days without you.
3. **Customer Diversity** — no single account > 15 % revenue.
4. **Documented IP** — SOP videos, brand assets, supplier contracts.
5. **Legal Hygiene** — leases transferable? warranties covered?

Brokers favor shops that tick all five → higher multiple, faster sales.

12.7 Action Checklist — Choose Your Mountain

Task	Done?
Decide endgame path & write it down (date + revenue target).	☐
If multi-location: shortlist 3 zip codes & analyze competition.	☐
If franchise: book attorney consult for FDD draft.	☐
If exit: engage broker for valuation prep.	☐
Block monthly 2-hour “Owner Strategy” session in the calendar.	☐

Rule #12: *The shop should serve your life plan, not cage it. Commit to a destination, then systemize the road.*

Epilogue — Roll Down, Cool Down

You've gone from first squeegee swipe to million-dollar vision.

The glass is darker, the cabin cooler, and the path clearer than ever.

Whether you stop at a single flagship or blanket the map with stealthy shops, remember:

**Skill lays the film,
Offers open the wallet,
Systems buy freedom.**

Now crack the window, feel the cool, and **Tint to Win** — on your terms.

Appendices — Grab-and-Go Tool-Kit

Appendix A — Quick-Start Checklists (Print & Laminate)

Phase	5-Item “Done-Is-Done” List
Launch Week	① Set \$10 K math on wall ② Order 5 rolls film ③ Claim Google profile ④ Shoot IR demo reel ⑤ Post FB “Grand Slam” offer
Monthly Growth	① KPI dashboard Monday 9 a.m. ② 50 fresh mirror hangers ③ One vertical video/week ④ Audit 3 jobs for SOP score ⑤ Email past clients upsell
New-Hire On-Board (30 days)	① Gauntlet test ② Safety brief ③ Side windows solo ④ Rear glass timed ⑤ Full sedan ≤ 80 min
Automation Audit (Quarterly)	① Test lead→quote zap ② Review SMS flow deliverability ③ Verify KPI feed ④ Data-back-up check ⑤ Update passwords

Appendix B — Copy--Paste Scripts & Templates

Situation	Ready-Made Script
Cold Email to Fleet Manager	“Subject: Cut 20 °F in your vans—ROI in 6 months”
Dealer Lunch Leave-Behind	Tri-fold PDF; slot for pricing grid & QR booking
FB Lead Ad Copy (Tesla)	Headline + 90-sec video storyboard
Re-Do Apology Text	“We spotted a speck first—your redo’s booked Friday, latte on us ”
Upsell Invoice Tick-Boxes	Editable SVG check-list for POS print

Appendix C — Recommended Supplier & Software Rolodex

Need	Go-To	Notes
Tint Film	Autobahn, 3M, Lumar, XPEL	Wholesale reps + phone numbers
PPF Rolls	Autobahn, STEK, XPEL	3-roll starter bundle discount code
Tools	Fusion Tools, 44Tools	Full tool list & Amazon ASINs
CRM	TintWiz, OrbisX	1-Year discount code
Automations	Zapier zaps (5-pack)	Shared zap blueprints
Review Engine	TintBoost	14-day free link
KPI Dashboard	Google Data Studio template	Live connection guide

Appendix D — KPI Tracker Sheet

Google Sheets link: [Tint-to-Win-Dashboard.xlsx](#)

Columns pre-formatted, conditional colors, auto charts for:

- Lead source mix
- Close rate
- Avg ticket
- Re-do %
- Net profit

Glossary :

A

- **A/B Test** — Simple experiment comparing two versions (ad, headline, offer) to see which converts better.
- **Add-On** — Extra service sold with the main job (windshield strip, sunroof tint, PPF edge guards).
- **Anchor Price** — A higher “compare-to” price that makes your target package feel like a deal.
- **Average Ticket** — Total revenue ÷ number of jobs; your #1 health metric after lead flow.

B

- **Back Glass (Rear Window)** — Largest curved panel; usually the skill bottleneck (shrinking).
- **Bay** — A work stall. Capacity = bays × hours × efficiency.
- **Bleed (Design)** — Extra image area to trim after printing price boards, cards, flyers.
- **Bonus Stack** — Low-cost extras added to an offer to increase perceived value (visor, care kit).

C

- **Call to Action (CTA)** — The exact instruction you want a lead to take (Book Now, DM “COOL”).
- **Ceramic Film** — Premium film with high infrared (IR) rejection; cornerstone of “Signature” tier.
- **Chargeback** — Payment reversal; avoid with clear invoices, photos, and signed policies.
- **Close Rate** — Jobs booked ÷ qualified leads. Aim 60–70% for retail tint.
- **Cold Outreach** — First contact to fleets/dealers via email, phone, or in-person.

- **Complexity Factor** — Multiplier for vehicle difficulty in pricing (frameless doors, big curves).
- **CPL (Cost per Lead)** — $\text{Ad spend} \div \text{leads}$. Keep $\leq 10\%$ of average ticket.

D

- **Demand Multiplier** — Seasonal factor in pricing (e.g., 1.10 in peak summer).
- **Deposit** — Upfront partial payment to reserve a slot; reduces no-shows.
- **Downsell** — Offering a lower tier when budget resistance stalls the sale.
- **Dyed Film** — Entry film with minimal IR rejection; used in “Classic” tier.

E

- **Edge Light** — Visible light gap at window edge; quality fail to be audited in SOPs.
- **Express Bay** — Premium, same-day slot with a rush fee; pairs with capacity scarcity.

F

- **Flat Glass** — Commercial/residential window work (storefronts, homes), typically priced per sq ft.
- **Fleet Package** — Volume pricing grid for multiple vehicles with defined SLA and deposit terms.
- **Funnel** — Steps from attention → lead → quote → deposit → install → review/referral.

G

- **Grand-Slam Offer** — Stack of Dream Outcome + Proof + Risk Reversal + Scarcity that sells itself.
- **GB Profile** — Google Business Profile; your free map listing—optimize weekly.

H

- **Heat Shrink** — Forming film to curved glass with a heat gun before installation.
- **Hook** — First line or image that stops the scroll; centers on pain (heat/glare) and outcome (cool/stealth).

I

- **IR Rejection** — Percentage of infrared heat blocked by the film; the benefit clients feel most.
- **Invoice Tick-Boxes** — Pre-listed upsells on the invoice to increase attach rate without hard selling.

J

- **Job Cost** — Film + labor + overhead + warranty reserve used to set a profitable price.

K

- **KPI (Key Performance Indicator)** — A metric that matters: leads/week, close rate, avg ticket, re-do%, net profit.

L

- **Lead Magnet** — Free value (checklist, quote, demo) used to capture contact info.
- **Lifetime Warranty** — Promise covering peel/bubble/fade for original owner; define exclusions clearly.
- **LTV (Lifetime Value)** — Total revenue from a customer over time (car #2, upsells, referrals).

M

- **Margin (Gross/Net)** — Profit after direct costs / after all costs. Optimize both.
- **Micro-Offer** — Niche-specific bundle (e.g., “Tesla Heat-Drop + Screen Shade + 90-min install”).

- **Min/Sq Ft** — Your install speed metric used in cost-plus pricing (e.g., 3.0 minutes per sq ft).

N

- **Nano-Coat (Glass Sealant)** — Hydrophobic coating upsell for easier cleaning, fewer spots.
- **No-Show** — Missed appointment without notice; minimized via deposits and SMS reminders.

O

- **Offer Stack** — The total of core package + bonuses + guarantee + scarcity.
- **Overhead per Job** — $\text{Monthly overhead} \div \text{jobs/month}$ (rent, utilities, software, towels).

P

- **Package (Good/Better/Best)** — Three-tier pricing that nudges buyers to the middle “Signature.”
- **Pain Point** — The problem the customer feels now (heat, glare, baby naps).
- **Piece-Rate** — Pay per car; often paired with quality gates ($\text{re-do\%} < 2\%$) to motivate speed and care.
- **PPF (Paint Protection Film)** — Clear urethane layer that stops chips; high-ticket stack with tint.
- **Proof** — Reviews, IR meter demo, before/after temps—boosts likelihood of success.

Q

- **Quote** — Formal price with scope, film type, darkness, and warranty; sent fast via CRM templates.

R

- **Redo Rate** — % of jobs requiring fixes; keep < 2–3% with daily SOP audits.
- **Region Multiplier** — Price factor by market (cost of living, competition).
- **Risk Reversal** — Guarantee that removes buyer fear (“Bubble-Free or Lunch on Us”).

S

- **Scarcity** — Real capacity limits (e.g., “12 ceramic slots this week”); never fake.
- **SLA (Service Level Agreement)** — Promised turnaround time; critical for fleets/dealers.
- **SOP (Standard Operating Procedure)** — Step-by-step install and shop routines; audit daily.
- **Split-Test** — Compare two creatives/offers to improve CPL or close rate.
- **Sunstrip / Windshield Strip** — Narrow band across the top of windshield; fast, high-margin add-on.

T

- **Temp Gun Demo** — Before/after temperature reading that makes the value tangible.
- **Tier Naming** — Outcome-based names (Classic Cool / Signature Ceramic / Ultimate Elite).
- **Time-Delay Smasher** — Perk that speeds the payoff (90-minute install, loaner/Uber).
- **Tint Laws** — State rules on VLT and windshield/side/rear limits; advise, document choice.
- **Tracking (Analytics)** — Tagging lead sources and outcomes for real ROI.

U

- **Upsell Ladder** — Ordered list of add-ons from easiest to premium; scripted into the flow.
- **Urgency** — Deadline or expiring perk tied to a real reason (calendar, stock, heat wave).

V

- **Value Equation** — $(\text{Dream Outcome} \times \text{Likelihood}) \div (\text{Time} + \text{Effort} + \text{Pain})$; guide for improving offers.
- **VLT (Visible Light Transmission)** — Percent of visible light allowed through film; lower = darker.

W

- **Waste Factor** — Film overage multiplier (e.g., 1.20 adds 20% to area for mistakes/trim).
- **Windshield** — Highest-impact heat-reduction upgrade; anchors premium packages.
- **Word of Mouth** — Referrals from happy clients; multiplied by 5-star reviews and photo texts.

X

- **XR / “Extreme IR”** — Marketing shorthand some brands use for higher IR rejection ceramic ranges.

Y

- **Yield** — Installable sq ft actually used from a roll; improves with better plotting and prep.

Z

- **Zap (Automation)** — A workflow that moves leads → quote → deposit → review without manual effort.

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