TWO INDIVIDUAL CLIENT ENGAGEMENTS

Reported results. Clear context.

Useful examples start with what was reported, what was measured and what remains unknown.

MASON REMODELING | CLIENT-REPORTED

2x

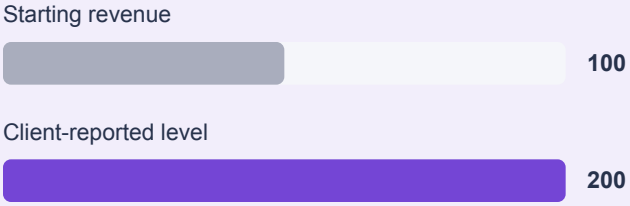
revenue reported by the client

"Kody and his team doubled our revenue!"

Arthur Mason
Client review, September 5, 2026

REVENUE INDEX

Starting level = 100



Website example: masonremodel.com

Indexed display of a client statement. Dollar amounts and comparison dates were not supplied. This does not establish causal campaign ROI.

PRESSURE-WASHING COMPANY | ANONYMOUS CASE

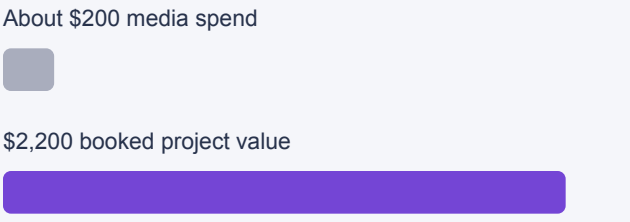
$2,200

reported booked project value

on about $200 in media spend

About **11x** booked value / media spend

REPORTED DOLLAR COMPARISON



Booked value is not collected revenue or profit. This is not platform-verified ROAS. Campaign dates, platform and attribution window were not provided; media spend excludes fees and delivery costs.

Source context

Mason: client review dated September 5, 2026; review notification retained by InspireMax. Pressure washing: result reported to InspireMax and reconfirmed November 21, 2026. Underlying financial records were not independently verified.

ILLUSTRATIVE PLANNING MODEL

Turn a target into a working plan.

Illustrative only. The figures below are planning assumptions, not an achieved result, a forecast or a guarantee. The 35% increase is an example target.

$20,000	+35%	$27,000
Example booked value / month	Illustrative growth target	Target booked value / month

TRANSLATE THE GAP INTO SALES ACTIVITY

$7,000

Additional monthly booked value

$27,000 target minus $20,000 baseline

2 jobs

Additional booked jobs

$7,000 gap / $3,500 assumed average booked job

8 opportunities

Additional qualified opportunities

2 jobs / 25% assumed qualified-opportunity-to-booking rate

Your actual plan starts with your service mix, capacity, margins, seasonality and sales records. Set assumptions together, then compare them with recorded outcomes.

OPERATING GAUGES TO DEFINE TOGETHER

- **Response time**
  Time from inquiry to the first useful response.
- **Estimate booking rate**
  Share of qualified opportunities that book an estimate.
- **Booked vs. collected value**
  Keep signed work and cash actually received distinct.
- **Qualified inquiry rate**
  Share of inquiries that meet your agreed fit criteria.
- **Cost per booked job**
  Agreed acquisition costs divided by recorded booked jobs.
- **Source-attributed outcomes**
  Connect recorded outcomes to known sources where possible.

Our process commitments

Written scope. Approved budget caps. Real creative. Clear lead routing. A follow-up log. Regular reporting. Start with a free Contractor Lead Generation Plan; services and media spend are agreed separately.