THE DIAGNOSTIC MAP

Reference Example: Mobile Service Business

Prepared for: mobile service business

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Last Meeting: Diagnostic call, by video

Executive Summary

The Map in 30 Seconds

The gap	The fix
1. Seen as out-of-area (Awareness)	**Show the local identity**
2. Service category unknown (Education)	**Tighten the one-liner**
3. Schedule not visible (Momentum)	**Publish and protect the schedule**
4. Customers miss visits (Route Communication)	**Send heads-up messages**

Current status

- Four gap areas have been identified from the diagnostic call: Awareness (local presence), Education, Momentum, and Route Communication. All remain hypotheses pending confirmation, not conclusions.
- Momentum has been split into two distinct causes: whether customers can see the schedule (visibility), and whether the schedule holds once published (adherence). The second covers how urgent calls can pull the route away from a location before it builds momentum.
- Digital presence work is built and tested: a Google Business Profile walkthrough and an automated review-request system (YAMM + Google Sheets + Gmail), both pending a final check on the business name and branding before going live.
- The review-request emails depend on the profile: the review link only exists once the profile is verified, so the profile goes first.
- A test schedule page has been built, demonstrating what a published, forward-looking schedule could look like for customers.

Next steps

- Confirm which of the four gap hypotheses actually hold, through direct conversation rather than assumption
- Decide which directions are worth pursuing and in what order. The suggested sequence is Awareness, then Education, then Momentum (visibility and adherence), then Route Communication
- Make the three Google Business Profile decisions, gathered in “Decisions Only You Can Make” near the end
- Once a few directions are moving, begin tracking month-over-month growth against last year, so progress shows up in the numbers

- Confirm whether removing the word-of-mouth wait actually shortens the momentum window from 2-3 weeks to closer to 1-2. This is an open question raised while developing companion demonstration material, not yet tested

What This Document Is

This is a first read, not a finished diagnosis. It identifies the patterns that tend to show up in mobile, route-based service businesses like this one, frames them as hypotheses to test, and offers possible starting points for each one. Nothing here is a prescription. Bring your own read on what rings true and what doesn't. This version reflects our diagnostic conversation (confirmed facts, one corrected assumption, and the priorities and next steps we landed on together) and the digital presence work completed since, detailed in companion documents.

How the Business Actually Operates

Confirmed facts, from our diagnostic call:

- Traveling from event to event and site to site isn't a workaround. It's the core operating model: the business is built around showing up where the customers already are, not running a fixed local shop.
- The published event schedule was never the whole income picture, and this is now confirmed rather than assumed: a lot of the business already comes from word of mouth and neighbouring customers on site, which the owners link directly to how customers are treated on-site.
- The owners are already looking to add operators and grow the territory. Worth revisiting as its own thread, separate from the four gaps below.

This is good news: the operating model itself is sound. That makes the gaps below easier to close: they're visibility and communication gaps, not structural problems.

The Funnel Underneath These Gaps

Four gap areas sit in sequence, not in parallel:

- Awareness: does a prospective customer even register that a local option exists, one that will be back this way?
- Education: once aware, do they understand what the service is and why it matters?
- Momentum: once they understand, can they act on it, book, and does that booked-toward interest actually get to convert before the truck moves on?
- Route Communication: once they want to book, do they know when you'll be back in their area?

A gap early in that sequence limits the payoff of fixing gaps later in it. Building a better booking process won't produce more appointments if the person walking past your booth assumes you're an out-of-area vendor passing through. And strong event presence won't hold a warm lead if that person has no way to find out when you're coming back through.

Gap 1: Awareness (Local Presence)

Likely root cause (hypothesis)

When a mobile service shows up at an event, it's easy for people to assume it's an out-of-area vendor passing through. Without a deliberate signal otherwise, that can quietly translate into “this doesn't apply to me” or “they won't be back this way.”

Where this likely costs you

Lost booth traffic from people who self-select out before asking a single question, and lost search visibility from people searching for a local option rather than a business they assume is from somewhere else.

Questions worth testing on our call

- Where does this confusion actually show up: in person, online, or both?
- Has anyone directly asked “are you local?” or “do you come through here often?”
- Does anything in the name, signage or materials read as out-of-area?

Possible directions, if this holds

Not a plan, just the kind of thing worth exploring once the hypothesis is confirmed:

- A more deliberate local cue at the touchpoints people already see: booth signage, social bios, materials on hand
- Leading with the local angle in how the business is introduced, rather than it being implied or left out
- Building on local signals already in place (a dedicated phone line, repeat appearances at the same events) rather than starting from zero
- Tightening the plain-language, one-sentence description of the service for testing at the next few events
- Exploring LinkedIn as a channel for reaching related businesses directly (research note prepared separately)

Gap 2: Education (What You Actually Do)

Likely root cause (hypothesis)

This mobile service may not exist as a known category for most potential customers. If people don't know the service category exists, marketing has to introduce the category before it can sell the specific business, a different and harder job than simply promoting the business itself.

Where this likely costs you

Booth conversations that end in curiosity rather than a booked appointment, and impressions (social, event signage) that don't convert because the viewer never grasped what's being offered.

Questions worth testing on our call

- At events, is the more common reaction "I didn't know this was a service" or "I know what it is but don't see why I need it"?
- Is there a single sentence you currently use that reliably lands with new people?
- What's the most frequent misunderstanding you have to correct?

Possible directions, if this holds

Not a plan, just the kind of thing worth exploring once the hypothesis is confirmed:

- A single plain-language sentence for what the service is, refined until it's the sentence people repeat back
- A symptom-led version: it starts with a problem the customer already feels, then says the business fixes it, rather than leading with what the service is called
- A functional version: what gets done, on-site, and how long it takes. Concrete, no jargon
- The Google Business Profile now uses an AI “Ask” feature that answers customer questions from the profile description and reviews, so a clear description in the owners' own words does some of this education work on its own
- Photos from inside the equipment being serviced, showing exactly what gets cleaned and where the common problem sits
- A small 3D-printed scale model of the equipment, so people can see what's inside at a booth

- A manufacturer's video showing the inside of the equipment, used as a ready-made explainer [link removed]

Gap 3: Momentum (Schedule Visibility & Adherence)

Likely root cause (hypothesis)

Two causes sit behind lost momentum. Customers can't book a stop they don't know about, so word of mouth only starts after several days on site. And once a stop is building, an urgent call can pull the truck away before it peaks.

Where this likely costs you

Warm leads with no path back to a booking, and sites abandoned partway through the 2 to 3 week momentum window, which resets the value of the original location.

Questions worth testing on our call

- How many days on site does it usually take before bookings pick up?
- How often does an urgent call pull the truck away from a site that's still building?
- Where do customers look today to find out when you'll be nearby?

Possible directions, if this holds

Not a plan, just the kind of thing worth exploring once the hypothesis is confirmed:

- Visibility: a simple, forward-looking schedule customers can check themselves (a page or shared calendar)
- Advance notice: an email sent roughly 24 hours before the truck enters an area, so word starts before arrival instead of after
- Adherence: a staged fallback for urgent calls, so the truck leaves a building site only as a last resort
- First, a shippable diagnostic kit goes out instead of the truck
- Next, a phone-guided fix using the kit
- Last, a nearby contractor, only if the phone fix doesn't resolve it
- Open question: if advance notice removes the word-of-mouth wait, does the window needed per site shrink from 2 to 3 weeks toward 1 to 2? Worth confirming before it's stated as fact

Gap 4: Route Communication (Customers Missing the Visit)

Likely root cause (hypothesis)

Customers who want the service have no way to know in advance when you'll be near them. The route exists internally but never reaches them before the truck does.

Where this likely costs you

Return trips to the same area for jobs that were already scheduled, and repeat customers who miss you more than once and stop trying.

Questions worth testing on our call

- How do repeat customers find out you're back in their area today?
- How often is a return trip needed for a job that could have been booked on the first pass?
- Which channel do customers actually respond to: text, email or phone?

Possible directions, if this holds

Not a plan, just the kind of thing worth exploring once the hypothesis is confirmed:

- An automated “we'll be in your area” heads-up message to past customers before each visit, sent through the point-of-sale system already in use
- A door hanger or card for missed visits, showing the next confirmed date
- Annual reminders for repeat customers, so they book before the truck arrives
- One customer list combining bookings, sales and existing spreadsheets, so customers in an area can be flagged ahead of a visit

Priorities & Next Steps

Here's how the work coming out of the call is splitting up.

What I'm working on

- Momentum and route communication (Gaps 3 and 4): test schedule page built; heads-up message options and the urgent-call fallback being worked through
- Explainer video series for the education side. Approach and topics live in a separate Video Content Plan
- Customer info capture. Channels, consent wording, and a starting point live in a separate Customer Info Capture Plan
- CRM and spreadsheet consolidation: the point-of-sale system's built-in customer tools, repeat and annual reminders, and how existing spreadsheets could fold in, tracked in a separate CRM Considerations note
- A couple of options for the automated “we'll be in your area” heads-up message, and a door hanger or card for missed visits with the next confirmed date. This is possible through the point-of-sale system already in use
- Digital presence and reviews: there's no existing Google Business Profile for the business, so a local search returns an outdated third-party listing and a social media page rather than an authoritative Google entry. The recommendation and a self-build walkthrough live in a companion Google Business Profile guide, updated for recent Google changes (the Q&A section has been replaced by an AI “Ask” feature, and verification is now usually by video). Three decisions are marked for the owners in it: one phone number, one Google account, and the service-area list. The review-request system (YAMM + Google Sheets + Gmail) sends a Google review ask after every job; setup steps and the email itself are in a companion setup guide. The review link only exists once the profile is verified, so the profile goes first. Both are pending a final check on the business name and branding.
- Customer data consolidation: exploring how booking data already captured online (phone, email and location) could combine with the point-of-sale system and existing spreadsheets into one customer list. Useful groundwork for a future newsletter, and eventually for flagging existing customers or leads when entering an area. Early thinking only, no build yet.
- A written summary of the call itself, separate from this document, so there's a plain record of what was discussed, provided in email
- Equipment reference information from the manufacturer, including a video showing the inside of the equipment [link removed]
- A layout drawing showing where the serviced equipment sits, giving a sense of how hard each part is to reach

Decisions Only You Can Make

Everything on this map comes ready to use. These are the only pieces that need you, and most of them are just a tick.

Approve (tick one)

1. Which phone number to use everywhere, so Google sees one consistent number on the profile, social media and the review emails (Gap 1):

☐ Toll-free line ☐ Local cell number

2. Which Google account owns the profile, ideally the same one that sends the review emails (Gap 1):

☐ New, dedicated business Gmail ☐ Existing personal Gmail ☐ Other

3. Which gap should come next?

☐ Education (Gap 2) ☐ Momentum (Gap 3) ☐ Neither for now

Only you can do this

4. Choose the home base address for the profile, the one address Google measures the service areas from. It stays hidden from customers, and the service areas are the places within about two hours of it (Gap 1).

If you'd like a hand with any of this, text me and we can go through it together.

What would help from your side

- The videos, whenever you get a chance: an industry seminar video, drone footage from an event organizer if they're open to sharing it, and an event highlight video
- A couple of examples of what's currently going out on social media, so frequency and effectiveness can be looked at together
- A flag on anything above that doesn't feel right, at any point. Easier to redirect early than after something's built.

Worth sitting with, not urgent

- A second-language option for the website
- Longer-term backup options if event access ever changes: site partnerships, a possible small fixed-location setup, or leaning further into commercial customers and educating them on cleaning versus replacement
- Adjacent markets the owners are aware of but not chasing yet
- Leaning more into the busiest corridor in summer, since that's where a lot of the pull already is, given a two-to-three-week stay per site seems to be the sweet spot for momentum

Once a few of these are moving, the plan is to start tracking something measurable together (month-over-month growth compared to last year) so the impact shows up in the numbers, not just the conversation.

High-Level Direction (Strategic)

Sequence the fix rather than tackling all four at once: establish the local identity first, tighten the one-sentence explanation of the service second, give people a reason and a way to plan around the schedule third, and protect that schedule once it's published so an urgent call doesn't undo the momentum it just created. Then close the route communication gap so warm interest doesn't cool between visits. Each layer makes the next one more effective. The directions noted above are starting points for that sequence, not a commitment to any of them. Which ones are worth pursuing, and in what order, is what the next conversation should settle.

Engagement Journal

A running record of activity on this engagement, so it's easy to see what's been done without digging back through companion documents.

- Before the engagement: met the owners at an event; the relationship started there
- Diagnostic call (by video): several assumptions confirmed or corrected, including the word-of-mouth income channel

- Day 2: CRM considerations and LinkedIn outreach research prepared
- Week 1: test schedule page built
- Week 2: review-request automation (YAMM + Google Sheets + Gmail) set up and tested
- Week 2: Google Business Profile walkthrough completed, pending a final branding check
- Week 3: Gap 3 split into schedule visibility and schedule adherence, reflecting the urgent-call interruption pattern raised in the original call; the visibility fix tied directly to eliminating the word-of-mouth wait, with an open question about whether this shortens the momentum window itself
- Week 4: informal on-site visit with the owners
- Week 7: Google Business Profile walkthrough and review-request materials updated for recent Google changes; Gap 3 and Gap 4 detail moved into a companion Momentum & Route Communication Plan
- Week 7: updated Diagnostic Map sent with the companion documents
- Week 7: “The Map in 30 Seconds” summary and the decisions list added

Next Step

This document is a working record, not a finished plan. As priorities shift or something above stops feeling right, it's meant to be revised, not followed to the letter.

If you'd like a map like this for your own business, the first conversation costs nothing. If there's a fit, the map that follows is a fixed price, agreed before any work starts. Book here:

calendly.com/christopher-morewood425/problem-map-conversation

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