



A FREE GUIDE FOR LOCAL BUSINESS OWNERS

The 4 R's of Business

Reputation, Response, Revenue, Relationships. Four things every business needs dialed in, and a quick way to find out which one is costing you customers.

START HERE

Why most small businesses stay stuck

Ask a dozen local owners what is wrong and you will hear the same thing: not enough customers, not consistently, and too much happening at once.

The fix is rarely working harder or spending more on ads. Businesses that pull ahead of everyone else in town have tightened up four things, and they usually did it without being tech people. Those four things are what this guide is about.

Reviews

Most people read them before they buy.

Speed

Customers tend to buy from the business that answers first.

How to use this guide

- Read one R at a time. Each is one page.
- Each page ends with a short self-check. Be honest, nobody is grading you.
- The last page adds up your score and tells you which R to fix first.

A word about who wrote it

I'm Ted Gaunt. I have owned small businesses for over 30 years: an antique store, an Amazon FBA business, a video production company, and a career as a working musician. I started Easy Business Technologies, Easy Biz Tech for short, to help owners get the benefits of today's tools without the overwhelm. Plain English, no hype.

Reputation

Before anyone calls you, they look you up. What they find decides whether they call.

What strong looks like

- **Reviews keep coming.** You ask every happy customer, at the right moment, and make it a one-tap job on their phone.
- **You know when a review lands.** You see new reviews from Google, Facebook and others as they appear, not weeks later.
- **You reply to all of them.** Good and bad, within a day or two. A calm reply to a bad review is read by every future customer.

Where it usually leaks

The work is good but nobody is asked for a review. Or the asking is left to memory, so it happens when the owner is not slammed, which is never.

Quick self-check

- ☐ I ask for a review after most jobs or sales.
- ☐ My Google Business Profile is claimed and up to date.
- ☐ I reply to every review, including the bad ones.
- ☐ I have gotten at least 3 new reviews in the last 60 days.

Easy win this week

Text the last 5 happy customers a direct link to your Google review page and ask for 30 seconds of their time. Most people say yes when asked plainly.

Response

Speed wins. The business that answers first usually gets the job.

What strong looks like

- **New leads hear back within minutes**, not the next day.
- **Missed calls get a text right away**. "Sorry we missed you, how can we help?" keeps the customer from calling the next name on the list.
- **One place for every message**. Calls, texts, email, Facebook and website chat all land where you can see them.

Where it usually leaks

You are on a job site, with a customer, or at your day job when the phone rings. The lead goes to voicemail, then to your competitor. Nobody did anything wrong, there was just no system.

Quick self-check

- ☐ A new inquiry gets a reply in under 10 minutes during business hours.
- ☐ A missed call gets an automatic text back.
- ☐ I can see every message in one place.
- ☐ Leads that go quiet get a follow-up without me remembering to send it.

Easy win this week

Write one short, friendly reply you can send to any new lead, and save it as a text shortcut on your phone. Use it every time for a week and see how many more people answer.

Revenue

Doing the work is half of it. Getting paid, quickly and without awkwardness, is the other half.

What strong looks like

- **Invoices go out fast** and look professional.
- **Paying is easy.** Card, bank transfer or phone payment, whichever the customer prefers.
- **Reminders go out on their own.** Nobody has to chase an unpaid bill and feel pushy about it.

Where it usually leaks

Invoices wait until the weekend. Payment means mailing a check or reading card numbers over the phone. Late payers get one reminder, if you remember. Cash flow suffers, and so does your mood.

Quick self-check

- ☐ Invoices go out the same day the work is done.
- ☐ Customers can pay by card or online in under a minute.
- ☐ Unpaid invoices get automatic reminders.
- ☐ I know, today, how much money is owed to me.

Easy win this week

List every unpaid invoice you have right now. Send a friendly reminder on each one with a simple way to pay. Most owners find money they forgot about.

Relationships

It costs far less to keep a customer than to find a new one. Most businesses never follow up.

What strong looks like

- **Customers hear from you after the sale.** A check-in, a service reminder, a seasonal note, a birthday message.
- **Different people get different messages.** New customers, loyal ones and people who have gone quiet each need something different.
- **You ask for referrals,** and you track who sent whom, so you can thank them.

Where it usually leaks

The job is done, the customer is happy, and then silence. A year later they hire someone else, not because they were unhappy, but because they forgot about you.

Quick self-check

- ☐ I have a list of past customers with their contact info in one place.
- ☐ I contact past customers at least a few times a year.
- ☐ I ask happy customers for referrals.
- ☐ I know where my last 5 new customers came from.

Easy win this week

Pick your 10 best past customers and send each a personal message: "Thinking of you, how is everything working out?" Notice what comes back.

YOUR SCORE

Which R do you fix first?

Count the boxes you could honestly check on each page and write the number below.

Reputation _____ out of 4

Response _____ out of 4

Revenue _____ out of 4

Relationships _____ out of 4

How to read it

- **Your lowest score is your first fix.** Do the easy win from that page this week.
- **Tie between two?** Start with Response. Answering faster helps every other R.
- **Scored 3 or 4 on everything?** You are ahead of most businesses in town. Pick the R where you are still doing things by hand and see what could run on its own.

Want a second pair of eyes?

If you would like to talk through your results, I'm happy to chat for 15 minutes, no charge and no pressure. Tell me which R scored lowest and we will figure out the simplest next step for your business.

Ted Gaunt · 515-420-0880 · ted@tedgaunt.com

Easy Business Technologies (Easy Biz Tech) · Central Iowa

Feel free to share this guide with another business owner who could use it.