

Marketing research

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AT A GLANCE

ICP, kill rules, batch results (redacted), market findings, competitive positioning.

Updated 2026-09-20 07:12 PT · full detail in the sections below — jump straight to one:

1. Ideal customer profile (what the research selects for)

2. Kill rules (any one = drop)

3. Tracks

4. Batch results (as of 2026-09-19)

5. Findings that repeat every metro

6. Competitive positioning

7. Channel strategy

8. Pricing position

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DETAILS

2026-09-19 (PST) · Sage@miniPC · LIVING Derived from: leads criteria + kill rules (agents/leads/leads-data.json method block, leads materials page) · batch results (agents/leads/progress.md , 5 metro batches) · SELLING-SYSTEM.md §3-5 · competitor notes (research/competitor-features). Web version note: lead business/owner names are redacted to Lead A-K labels on the site.

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1. Ideal customer profile (what the research selects for)

Owner-run small shops in **after-hours-sensitive trades** — plumbing, HVAC, electrical, roofing, auto — plus dental/laundry/restaurant/law variants. Signals required, all read from the shop's **official site only** (no scraped directories, no purchased lists):

- **Printed hours with a real dark window** — the missed-call pain the \$199 pitch prices against. A shop closing at 4:30 PM has ~65 after-hours rings a month going to voicemail.
- **Owner's name printed** — the decision-maker is reachable by name; personal stake in every missed call ("the name on the truck").
- **Published business email** — lowest-legal-risk cold channel (CAN-SPAM-compliant email; no TCPA exposure). This defines Track A.

2. Kill rules (any one = drop)

1. 24/7 or emergency-line claim anywhere on the site.
2. No owner/GM name printed on the official site.
3. Chain / mega-op / call-center already staffed nights.
4. Jobber / Housecall Pro / ServiceTitan AI already answering.
5. Guessed or scraped email (Track A requires the email printed on the official site).

3. Tracks

- **Track A** — verified business email printed on the official site → eligible for the email pipeline (Legal review → draft → QA → HELD → Barry authorization).
- **Track B** — phone-only → parked inventory. Never dialed, never texted.

4. Batch results (as of 2026-09-19)

33+ shops researched · 17 keeps across 5 metro batches · 11 Track A · 6 Track B parked · 4 legally cleared drafts HELD · 0 sent ever.

BATCH	DATE	RESEARCHED	KEEPS	NOTES
Austin TX	09-03	n/a (early records)	3 (2 A dossier · 1 B)	Plumbing + electrical
Columbus OH / Denver CO	09-04	n/a (early records)	4 (2 A dossier · 2 B)	Auto + electrical

BATCH	DATE	RESEARCHED	KEEPS	NOTES
Jacksonville / Indianapolis / Louisville / Omaha	09- 04	14	4 (3 A dossier · 1 B)	10 dropped by kill checks; HVAC, electrical, plumbing/HVAC, auto
Dallas-Fort Worth TX	09- 15	3	2 (2 A cleared + drafted, HELD)	Legal PASS WITH HOLDS + QA PASS
Houston TX	09- 16	16	4 (2 A cleared + drafted, HELD · 2 B)	12 dropped by kill checks; Legal CLEAR- WITH-CONDITIONS incl. one DTPA hold (capture- layer angle only — that shop sells after-hours)

5. Findings that repeat every metro

- The yield is in suburb family shops.** Metro-core shops all sell 24/7 — kill rule #1 wipes the city center. Multi-generation family businesses (est. 1913, 1949, 1965, 1966 in the current keeps) publish owner names, real hours, and real emails.
- Kill-rule attrition is ~70%.** Houston: 16 researched → 4 keeps; the new-metro batch: 14 → 4. Budget ~4x research volume per keep.
- Auto and electrical widen the funnel** beyond plumbing/HVAC; same pain, same pitch.
- Phone-only shops are common** (6 of 17 keeps) — Track B inventory waits for a compliant channel; it is never a send queue.

5. **Near-misses can be resurrected** (e.g. a Houston shop findable via license lookup) — logged, not pursued.

6. Competitive positioning

- **Human answering services (Ruby, Smith.ai):** bill per-minute for every answered call including junk; digest features cost extra (~\$35/mo at Smith.ai). We flat-rate \$199/mo, filter spam free, include the morning recap.
 - **Field-service platform AI (Jobber / Housecall Pro / ServiceTitan):** if it already answers the shop's phone we drop the lead (kill rule #4) — we don't compete inside their install base; we serve the shops those platforms haven't captured.
 - **Do nothing (voicemail):** the real competitor. Counter-math: one missed \$450 emergency job > two months of service; 33 booked jobs/mo $\times$ \$500 $\approx$ \$16,500 captured vs \$199 cost.
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7. Channel strategy

Email-first, single-shop, hand-held. Cold email to the printed business address, CAN-SPAM footer (postal address pending Barry), truthful subject, the shop's own printed hours quoted back, demo hub + demo DID explicitly disclosed as a fake shop. Per-shop legal review (CAN-SPAM / TCPA / DTPA) before drafting. Every draft HELD until Barry authorizes that shop by name; sends go from Barry's Gmail, one shop per email. No cold calls, no SMS, no purchased lists — Track B stays parked.

8. Pricing position

\$199/mo national · \$249 Bay Area · \$99 test-city (pilot only; floor \$59/mo anywhere). No free trial. Pitch anchor: "one extra completed job pays the month." Only voice is priced; text/web-app/website offerings say "contact us" until Barry prices them (gap G7).

Web-version note: specific lead business and owner names are redacted here to "Lead A-K (metro, vertical)" labels. Full names live in the private repo registry (`agents/leads/leads-data.json`) and the live **leads pipeline**.

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