

SYSTEMIZED CEO™

THE TICKET DOUBLER METHOD

The \$900 *Ticket* Roadmap

How an exterior cleaning owner outside Houston doubled his average ticket in 12 weeks without buying a single new lead.



A field guide from **Christine Hodge**
CEO, Clearview Washing • Inc. 5000

START HERE

You don't have a lead problem. You have a ticket problem.

Picture an owner just outside Houston. One crew. A truck. A phone that rings enough. His average ticket sat at **\$400**, and he was about to spend three thousand dollars a month on lead generation to fix a cash flow squeeze.

Sound familiar? Almost every home service owner I meet says the same four words: **"I just need more leads."** I understand why. It feels like the obvious lever. More calls, more jobs, more money.

But here is what fifteen plus years of running crews taught me. More leads at a broken ticket price just means working harder to stay broke. You add trucks, add payroll, add headaches, and your margin barely moves. The leak isn't at the top of the funnel. It's in what each job is worth once it's already in your hands.

So before you spend another dollar chasing leads, we fix the ticket. That owner outside Houston? He never bought those leads. Twelve weeks later his average ticket was **\$900**, and he bought his second truck. Same crew. Same phone. This roadmap is the shift that made it happen.

Simplify. Systemize. Succeed.

Doubling a ticket isn't a pricing trick. It's three shifts installed in order. This is the spine of the Ticket Doubler Method, and here is what each one actually means.

1

Simplify: price the outcome, not the hours

Most owners are underpriced by 30 to 50% and don't know it, because they quote based on time and effort instead of the result the customer is buying. When you price the outcome, the number on the quote stops feeling like a cost and starts feeling like a value. Same work. Bigger ticket.

2

Systemize: bundle services into one bigger ticket

Single service quotes train your customer to shop on price. Bundles change the conversation entirely. When you package the house wash with the driveway, the gutters, and the annual maintenance plan, the ticket doubles and the customer feels taken care of instead of upsold. This is where the math really moves.

3

Succeed: systemize the quote so your crew can sell it

If every bigger ticket has to run through you, your business has a ceiling, and that ceiling is your calendar. The final shift turns your pricing and bundling into a repeatable script your crew can deliver without you in the driveway. That's the difference between owning a business and owning a job.

RUN THE NUMBERS

The math nobody runs for you.

Forget theory for a second. Here is the same business, same number of jobs, at two different average tickets.

40 jobs / month at a \$400 ticket

\$16,000 / mo

40 jobs / month at a \$900 ticket

\$36,000 / mo

The difference, per year

+\$240,000

That's nearly a quarter million dollars a year from leads you already have. No new trucks required to start. No new marketing spend. Just a bigger number on the same quotes.

NOW DO IT FOR YOUR BUSINESS

Your jobs per month

Your current average ticket

Your current monthly revenue

Same jobs at **double** the ticket

Your gap, per year

THIS IS NOT THEORY

Real owners. Real tickets.

“

Due to you increasing my average ticket and tracking revenue per lead source, I was able to buy my second truck.

Brandon, Owner at Raz Cleaning, Houston, TX

\$400 to \$900 average ticket in 12 weeks

“

He stopped chasing \$250 jobs and went after the big fish. Twelve weeks later he closed a \$750,000 recurring revenue fleetwash contract.

Chris, Founder at Advanced Power Cleaning, Richmond, VA

One contract that rewrote his entire year

\$900

CLEARVIEW'S
AVERAGE TICKET
THEN

\$1,700

CLEARVIEW'S
AVERAGE TICKET
NOW

12 wks

TO INSTALL THE
SAME SYSTEM

THE REAL SHIFT

It took me years. It will take **you weeks.**

Clearview went from a \$900 average ticket to \$1,700. I'll be honest with you: that took us a few years of trial, error, and expensive lessons. We figured it out the slow way.

You don't have to. I know what to do now. The reason I can accelerate this for an owner in 12 weeks is that the hard part was never the pricing sheet or the bundle. The hard part is the mindset.

Stop chasing \$250 jobs. Start landing the big fish.

Every owner who has doubled their ticket made the same internal shift first. They stopped seeing themselves as the cheapest option in the driveway and started seeing themselves as the operator who delivers the outcome worth paying for. **The price follows the belief.** When you believe your work is worth \$900, you quote \$900, and the right customers say yes.

That's the whole game. The systems make it repeatable. The mindset makes it possible. And it's far faster to build with someone who has already walked the road than to wander it alone for years like I did.



Ready to install this in **your** business?

The Ticket Doubler Method is a 12 week accelerator for home service owners who are ready to stop chasing leads and start doubling what every job is worth.

- ✓ You run a home service business doing at least \$200K a year
- ✓ You have one or two crews and you're tired of being the bottleneck
- ✓ You're done competing on price and ready to go after the big fish

If that's you, the next step is a short application and a quick call with me. It takes about 3 minutes, and on the call we'll do your numbers live.

APPLY FOR THE TICKET DOUBLER METHOD

Apply here • theprocessceo.com/ticket-doubler-method-application