



**RESTORATION  
MILLIONAIRE**  
WORKBOOK

**ALEX DUTA**

# FINALLY, A COMPLETE GUIDE DESIGNED WITH US RESTORERS IN MIND.

As a former restorer, entrepreneur, coach, and author I've learned that hustlers fail at scale. What got you here won't get you to your true potential. After spending years hiring the top coaches, devouring business books and podcasts, and implementing strategies myself, I decided to give back to the restoration community by writing the first restoration business book.

# IT'S NOT WHAT'S TAUGHT, IT'S WHAT'S CAUGHT.

As a companion to my book, Restoration Millionaire, this workbook will help make sure you capture everything you need to grow and scale the business that you deserve!

Here's towards building a business that you love.

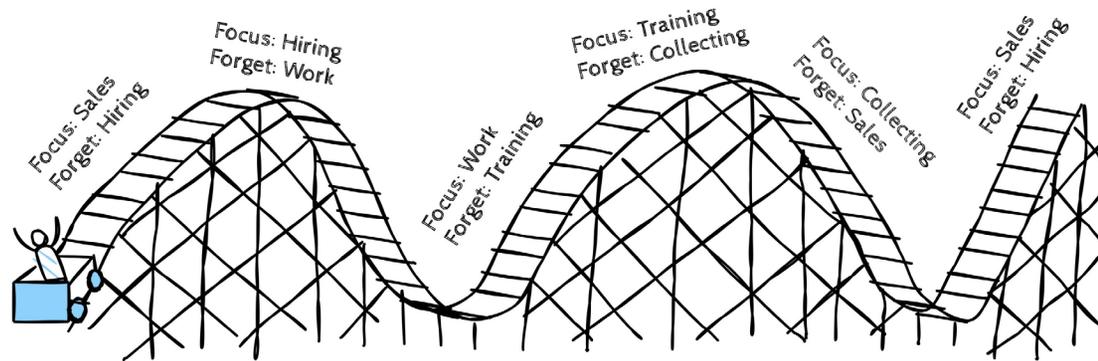
**Let's Do This!**

Alex



# WHAT YOU DON'T WANT:

The Reactive Rollercoaster



# WHAT YOU DO WANT:

Set (or reset) the foundation: Whether you're just starting out in restoration, or you're an industry pro who has eight or more figures in revenue, you must learn how to set a foundation in your day-to-day operations so that your whole company can improve upon it.

Prove the model: Once the foundation's set, it's time to prove (and improve) the business model with metrics, standard operating procedures, and other elements that can be duplicated.

Replicate & scale: Once you've refined your business processes, you simply need to do it multiple times, over and over!

# MOMENTUM TRIGGER

In this book, we're going to talk a ton about momentum. Every chapter will end with a tactical action plan that you can implement right now.

For this first chapter, we're going to make the Momentum Trigger simple. I want you to write down the problems you're facing right now—the ones that make you feel like you're on the Reactive Rollercoaster™, and I want you to make a promise to yourself that you're going to read and implement what you learn so you can solve these problems. Plenty of studies show that when write down goals, we're more likely to accomplish them. So even if it feels awkward, let's just go for it.



First, write down your one to three biggest problems you're facing:

1: \_\_\_\_\_

2: \_\_\_\_\_

3: \_\_\_\_\_

Then, make a promise to yourself that you will implement what you learn to attack those problems. Put it in your own words (it's your book; go ahead and write in it!).

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# CHAPTER 1: THE REACTIVE ROLLERCOASTER™

What are your 3 biggest **INSIGHTS** from this section?

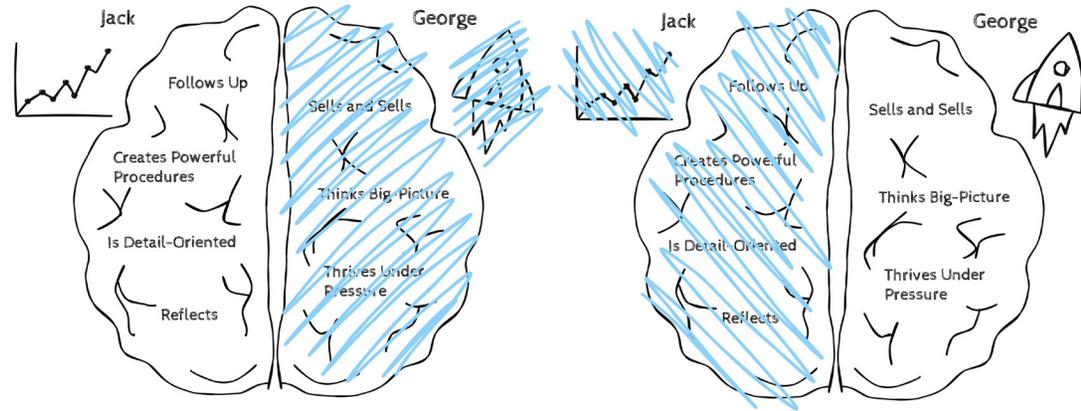
1.

2.

3.

What **ACTIONS** can you take right now?

**LINKS?**



<b>JACK</b> The Visionary	<b>GEORGE</b> The Operator
Typically a great salesman	Often hates sales
Is usually charismatic, extroverted	Is typically more introverted
Usually thinks “big picture”	Often a product designer
Often skips details	Is detail-oriented
A hustler for new work	Is often called a “doer” or “executor”
Takes risk	Is often risk-averse
Rarely enjoys getting involved with the daily operations	Cares deeply about the daily operations of the business
Often thrives under pressure	Seeks ways to create a more peaceful, sound business
Often struggles keeping up with invoices, paperwork, employees, procedures, regulations, and administrative tasks	Excels with invoices, employees, procedures, regulations, and administrative paperwork
Steve Jobs	Steve Wozniak
Bill Gates	Paul Allen
Walt Disney	Roy Disney

# CHAPTER 2: JACK & GEORGE

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?

# THE RESTORATION MILLIONAIRE METHOD™

- Fishing Hole I: 1 Service & Online Marketing, \$0-1 Million
- Fishing Hole II: Add 1 Referral Source, \$1-3 Million
- Fishing Hole III: Add ALL Referral Sources, \$3-5 Million
- Fishing Hole IV: Add New Services, \$5-8 Million
- Fishing Hole V: Start New Location, at Fishing Hole I

# MOMENTUM TRIGGER

I have two options for your Momentum Trigger, depending on whether you've used online marketing or you haven't:

## **If you have no online marketing:**

1. Go online and research online marketers who specialize in marketing for restoration, or at least the trades.
2. Narrow your list down to three, and make appointments with each one.
3. Ask these questions during your interview with each:  
How many leads can you deliver for \$5,000 per month?  
What platform do you use to allow me to see how my ads are performing?
4. Start by investing \$3,000 to \$5,000 a month, and give it ninety days. If by the end of that ninety days, you aren't seeing at least \$25,000 a month in new work, try another online marketer.

## **If you *do* use online marketing, but aren't sure if you've maxed out your returns yet:**

1. Determine your CAC (customer acquisition cost). Simply divide what you're spending on online marketing by what work that budget is bringing in. So, if you're spending \$20,000 and bringing in \$150,000 worth of work, you'd divide the budget by the work and get roughly 13 percent.
2. See how much more you can increase your online budget without shifting too far from that CAC.
3. Keep going until you hit the point of diminishing returns; once you do, go on to the next piece of homework here:

# CHAPTER 3: THE RESTORATION MILLIONAIRE METHOD™

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?

# TURN ON RECEIVABLES FORMULA

Total Accounts receivable  $\div$  90-day average monthly sales X 30

# CHAPTER 4: THE 48-HOUR RULE™

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?

# THE 4D DREAM™ WORKSHEET

Disneyfy it: Whatever your first thought of your dream is, 10X it.

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Date it: How long is this dream going to take to accomplish? Put a real, future time on it.

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Detail it: What does your big dream taste, feel, and smell like it? Who's there? Where are you?

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Draw it: Physically write down your dream, or paint it, or put it together with magazine clippings. Get it out of your head and onto paper somehow.

# CHAPTER 5: DREAM IN 4D

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?



G-growth



R-relationship



I-independence



T-thrift

# CHAPTER 6: WHAT'S YOUR EXIT PLAN?

What are your 3 biggest **INSIGHTS** from this section?

1.

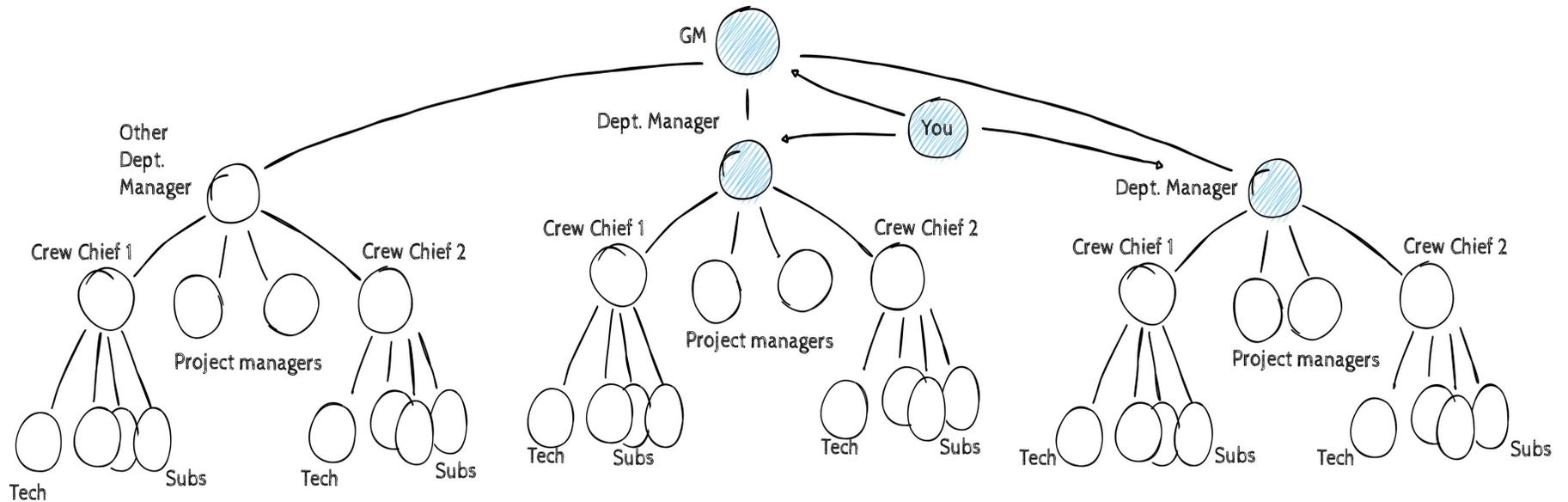
2.

3.

What **ACTIONS** can you take right now?

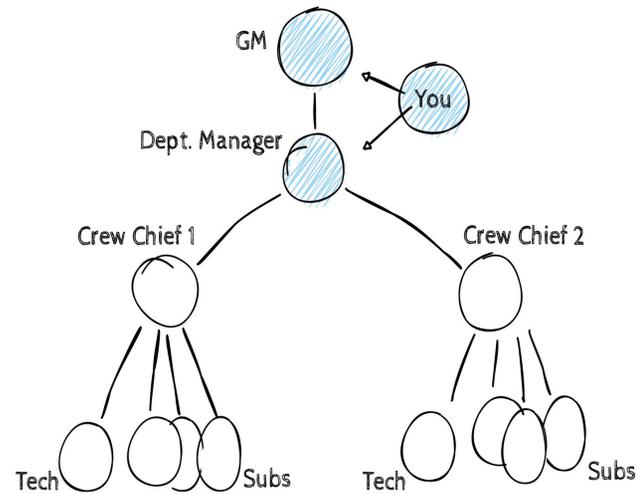
# EXAMPLE ORGANIZATION CHARTS

Organizational chart for multiple departments with multiple crews



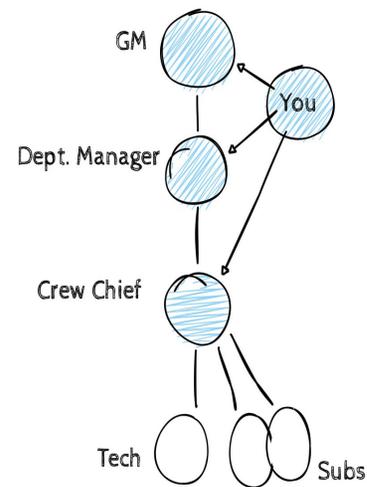
# EXAMPLE ORGANIZATION CHARTS

Organizational chart for one department, multiple crews

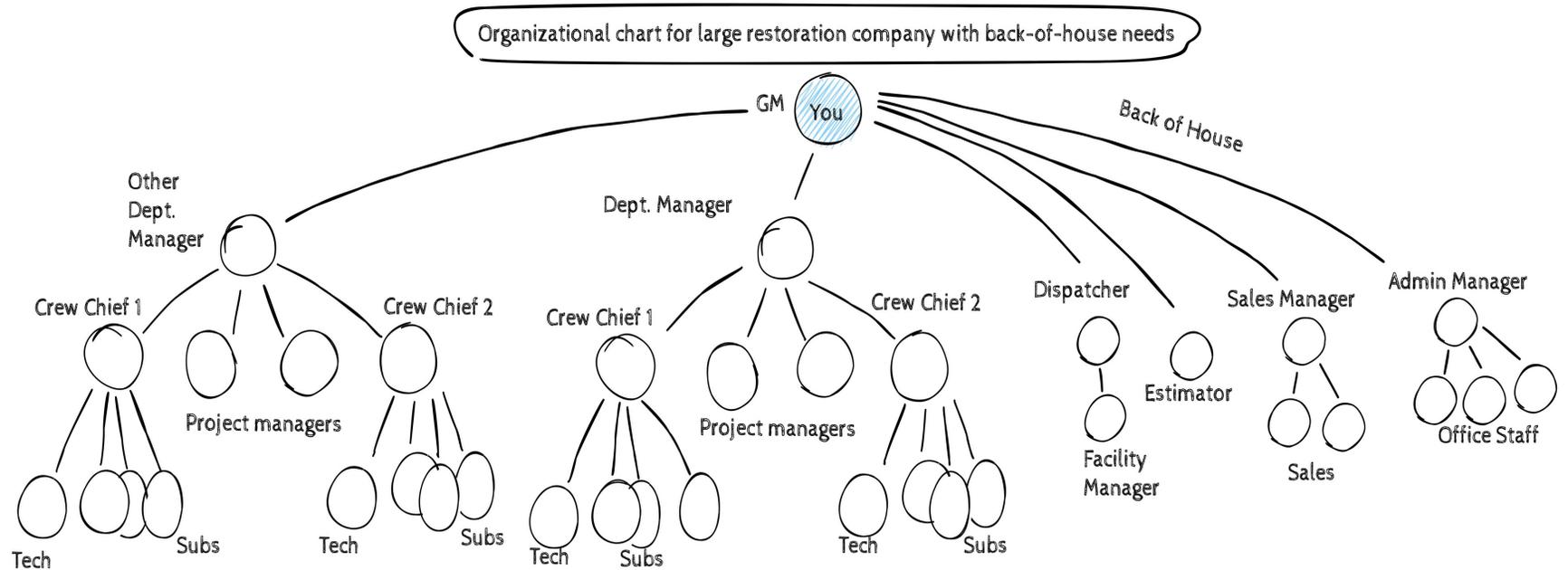


# EXAMPLE ORGANIZATION CHARTS

Very simple organizational chart.



# EXAMPLE ORGANIZATION CHARTS



# 1: IF YOUR ORGANIZATIONAL CHART NEEDS SOME LOVE...

If your organizational chart is non-existent or unhelpful, let's get it set up right. Using our simple four-layer organizational chart as the starting point, go through your entire company and organize it so that the following guidelines are apparent:

- Make room for the owner to move up ASAP
- Ensure no one has more than eight direct reports

*If you want a simple worksheet to help you set up your organizational chart, you can go to [RestorationMillionaire.com/Resources](https://RestorationMillionaire.com/Resources). Once you've organized your company, go on to step two:*

# 2: ONCE YOUR ORGANIZATIONAL CHART IS SET UP WELL...

Think of the one place where your company is experiencing the most pain. Usually, this is the area that is causing cashflow problems or time leaks—either cash isn't flowing correctly because of this problem, or you're spending hours every week trying to solve it. Now, once you know the problem, hire to fix it.

Put some time on the calendar, right now, to hire someone who can solve that problem for you so you're no longer being held back by it. And remember, an experienced professional will cost you money.

# CREATE YOUR OWN ORGANIZATION CHART

# CHAPTER 7: HUSTLERS FAIL AT SCALE

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?

# LEAD QUALIFICATION

The Call Taker receives all phone calls and determines qualified leads. The qualifications must include all of the following:

1. The customer needs an emergency service provided by the company (YOUR SERVICE). This includes any repairs when appropriate.
2. The customer is within an **X-mile** radius of **Your Address**.
3. The customer identifies themselves as the homeowner or authorized by the homeowner.
4. The customer is willing to allow **YOUR COMPANY** to perform a property inspection of the damages before giving a price.

The Call Taker promises the customer that a project manager will arrive on the scene within the “lead time” on the dispatch board. This “lead time” is set by the Dispatcher. From that moment forward, the project manager will assist from there.

# CHAPTER 8: 3 SOPS TO HELP YOU BREATHE EASY

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?

# THE C-I-R-C-L-S METHOD™

- Connect:** Think of the people you want to create connections with or need to build relationships with.  
*Example: In our case, it was the insurance agents.*
- Identify:** Find what's important to who you want to connect with.  
*Example: In this scenario, what was important to insurance agents was renewals.*
- Relieve:** Solve a big pain point of theirs (something they know almost nothing about, because they're salespeople).  
*Example: Insurance agents were tired of dealing with claims.*
- Craft:** Re-imagine your product as something that matters to them.  
*Example: In our case, we didn't have to come up with a new product. We simply re-marketed what we wanted anyway (which was to meet with homeowners) as a "claims screening process."*
- Loop:** Close the loop by shining the light back on them.  
*Example: We made sure to tell every homeowner that they only received this special claims-screening process because they had their insurance agent.*
- Systematize:** Have a system setup that allows you to build the relationships like clockwork.

# THE C-I-R-C-L-S METHOD™

*Connect: Think of the people you want to create connections with or need to build relationships with.*

**Identify:** Find what's important to who you want to connect with.

**Relieve:** Solve a big pain point of theirs.

**Craft:** Re-imagine your product as something that matters to them.

**Loop:** Close the loop by shining the light back on them.

**Systematize:** Have a system setup that allows you to build the relationships like clockwork.

# CHAPTER 9: CRUSH THE REFERRAL GAME... THE RIGHT WAY

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?

# METRIC EXAMPLES

COMPANYWIDE METRICS		Month of January						Jan Actuals	Jan Goals
		Jan 1-2	Jan 3-9	Jan 10-16	Jan 17-23	Jan 24-30	Jan 31		
<b>REVENUE</b>									
Invoicing	Service #1							0	
	Service #2							0	
	Service #3							0	
	Service #4							0	
	<b>Total</b>	0	0	0	0	0	0	0	
cogs	Service #1							0	
	Service #2							0	
	Service #3							0	
	Service #4							0	
	<b>Total</b>	0	0	0	0	0	0	0	
Gross Margin	Service #1							0	
	Service #2							0	
	Service #3							0	
	Service #4							0	
	<b>Total</b>	0	0	0	0	0	0	0	
WIP	Service #1							0	
	Service #2							0	
	Service #3							0	
	Service #4							0	
	<b>Total Work In Progress</b>	0	0	0	0	0	0	0	

# METRIC EXAMPLES

SALES & MARKETING									
Qualified Opportunities	Referral Source #1								0
	Referral Source #2								0
	Referral Source #3								0
	Referral Source #4								0
	<b>Total</b>	0	0	0	0	0	0	0	0
Estimated Revenue	Referral Source #1								0
	Referral Source #2								0
	Referral Source #3								0
	Referral Source #4								0
	<b>Total</b>	0	0	0	0	0	0	0	0
Won Opportunities	Referral Source #1								0
	Referral Source #2								0
	Referral Source #3								0
	Referral Source #4								0
	<b>Total</b>	0	0	0	0	0	0	0	0
Closing Rate	Referral Source #1								0
	Referral Source #2								0
	Referral Source #3								0
	Referral Source #4								0
	<b>Closing Rate:</b>	#DIV/0!							
<b>Marketing Expenses:</b>									0

# METRIC EXAMPLES

Financials								
CashFlow	90 Day Average Monthly Sales	1600000						
	Accounts Receivable	6400000						6400000
	Turn On Receivable	121.6666667	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	Accounts Payable							#DIV/0!
	Next Payroll							0
	Cash In							0
	Cash Out							0
	Cash on Hand							0
	Lines of Credit							
	Total Limit On Lines of Credit							#DIV/0!
Balance Due on the Lines of Credit							#DIV/0!	
Total Cash Available							#DIV/0!	
Production								
Operations	Number of Production Employees							#DIV/0!
	Weekly Production Payroll Hours							#DIV/0!
	Average Hourly Week							#DIV/0!
	Estimate Lag (Days)							#DIV/0!
	Invoice Lag (Days)							#DIV/0!
	Revenue Per Production Employee	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

# CHAPTER 10: CALL YOUR SHOTS... WITH METRICS

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?



# CHAPTER 11: THE X COMMANDMENTS OF HIRING, FIRING, & INSPIRING

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?

# WALT EXAMPLE

Write down each offering your company provides	Ask “Why do we do this?” for each offering, and keep asking why.
<p>We restore water-damaged homes.</p> <p>We offer board-ups.</p>	<p>Because we make money.</p> <p>We make money because we’re good at what we do, and the community trusts us.</p> <p>We’re good at what we do because quality is important to us.</p> <p>Quality Is important because this is our community, and we care about our community.</p> <p>We care about this community because we live here.</p> <p>Because this would allow us to connect with the firefighters in the area</p> <p>We want to connect with firefighters because we want them to trust us.</p> <p>We want them to trust us because we truly care about this community.</p>

# WALT EXAMPLE

Look for trends in your whys.

“Community” “care” and “trust.”

Type up the top trends into a written document.  
This is your company’s mission.

Our mission is to be a company that our community trusts to restore their homes with quality and care.

# WALT WORKSHEET

Write down each offering your company provides	Ask “Why do we do this?” for each offering, and keep asking why.

# WALT WORKSHEET

Look for trends in your whys.

Type up the top trends into a written document.  
This is your company's mission.

# CHAPTER 12: GET YOUR HEAD IN THE CLOUDS

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?

# THE CREDIT METHOD™

C-Credit line

R-Relationships

E-Extend payment terms

D-Deposits

I-Interest-free credit cards

T-Tie commissions to payments

The **CREDIT** system hits every area of your cash gap, so you can use it on an ongoing basis to check for ways to help develop that cash cushion. But I've created a prioritized checklist that will allow you to get started, today on creating that cash cushion. Importantly, this list is in order. You can go through it now, and as soon as you answer "no," to a question, then that can be your action-step for this chapter. So, let's say you answer "yes" to the first two questions, but no to the third, then the third question is where you need to focus, ASAP:

- Are all your commissions tied to payments? If not, then stop here and put in a system to ensure that all commissions are paid as payments come in. Due Date: \_\_\_\_\_
  
- Do you have a sizable line of credit? If not, then stop here and open a line of credit. Hint: start with banks you have an existing relationship with. Due Date: \_\_\_\_\_
  
- Are all your big corporate vendors on net-30 or net-60 payment terms? If not, then stop here and put your largest corporate vendors (think Home Depot or Lowe's) and ask them for extended payment terms. Due Date: \_\_\_\_\_
  
- Do you have a business credit card that you can use to make big purchases? If not, then stop here and open a business credit card. Due Date: \_\_\_\_\_

# CHAPTER 13: USE CREDIT TO BUILD A CASH CUSHION

What are your 3 biggest **INSIGHTS** from this section?

1.

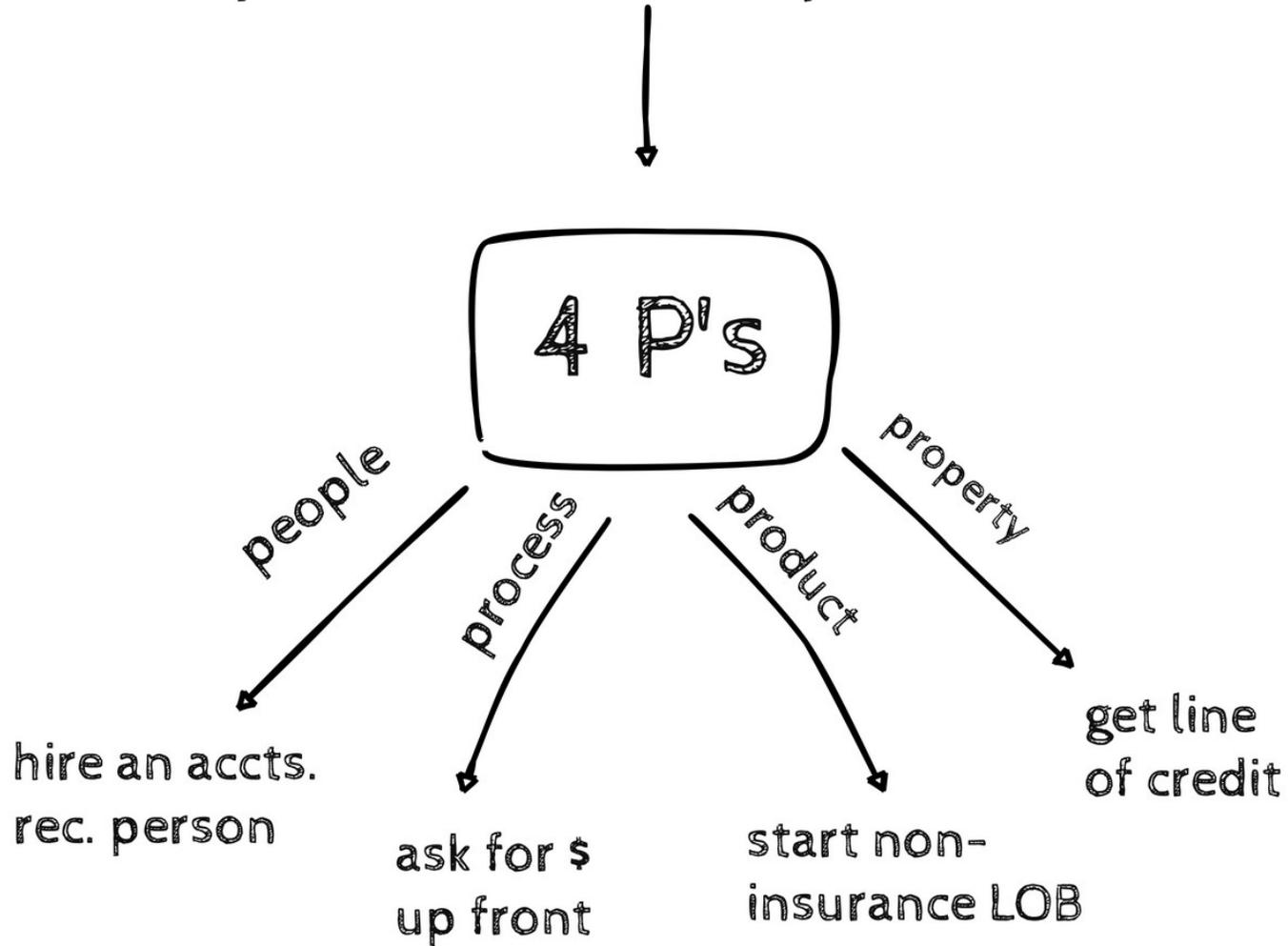
2.

3.

What **ACTIONS** can you take right now?

Example:

# problem: Money Collection



**1. Boil down your current biggest obstacle problem**

“Community” “care” and “trust.”

**2. List off a possible solution with each of the 4 Ps.**

People	Product	Property	Process

3. Finally—and this is the clincher!—pick one and do it.

Due Date:

# CHAPTER 14: THE 4 POWER TOOLS OF BUSINESS™

What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?

**To find your new service, you need to answer three questions:**

What would be the easiest service to offer?

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What new service would make the most revenue?

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What service are my customers and/or referral sources already asking me to perform?

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# CHAPTER 15: TO \$8 MILLION & BEYOND

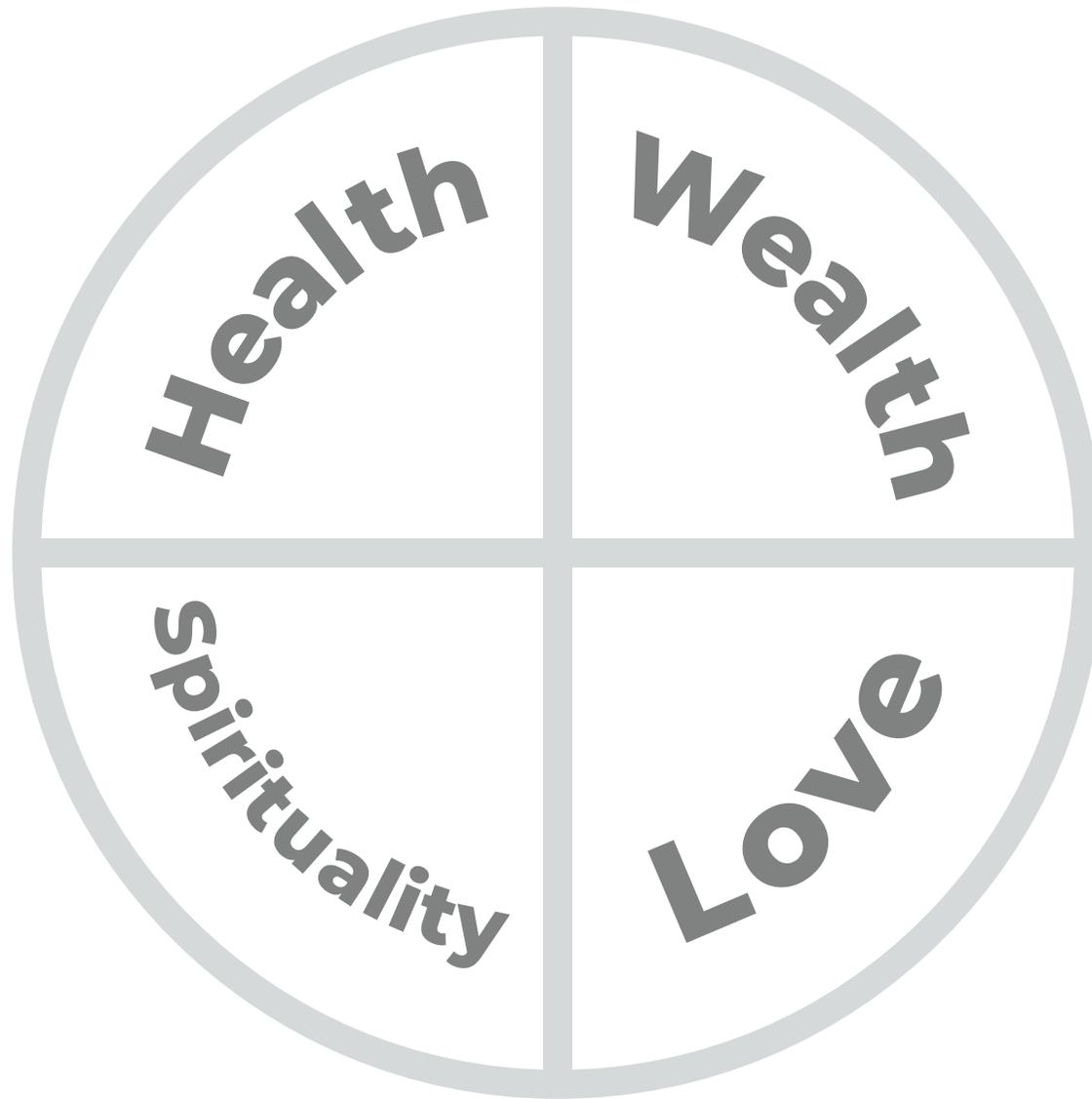
What are your 3 biggest **INSIGHTS** from this section?

1.

2.

3.

What **ACTIONS** can you take right now?



# WHAT'S NEXT?

If you're a restoration business owner looking to scale your business with systems, strategies, and tactics that'll take you to the next level... I can help.

Reach out to me at [alexdata.com](http://alexdata.com) and we can set up a free consultation to help identify:

- Your current situation and goals in regards to your life and business
- Uncover the #1 thing holding you and your business back
- A prescription of right strategies to help you take advantage of your resources
- Develop a 3 Step Action Plan that will get you results ASAP





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