



FOR AMBITIOUS SERVICE-BASED BUSINESSES LIKE TRADES,
CONSULTANTS AND COACHES.

Escape the service owner's growth trap of feast and famine.

Consistent enquiries, answered day and night so you never lose one to the firm that replied first, turned into customers who stay longer and spend more. And you still get to do the customer work.

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Success Academy · Derby, working nationwide.





The owner's week

You're up before the job starts and still going after it's supposed to have finished. The work itself, you've got sorted. It's everything around it that eats the evening: the enquiry that landed at lunchtime and still hasn't had a reply, the quote you meant to chase last week, the client who used you three years ago and would happily come back if anyone ever reminded them you're still here.

None of that is because you're not trying. You've probably already bought something that promised to sort it, a piece of software or an app that's sitting there half set up while you get on with the real work. That's not a discipline problem either. It's what happens when something gets installed instead of built into how your week actually runs, and nobody stays around long enough to make it stick.

This is the shape of the problem we start from.

The three numbers

1

Enquiries in.

You do the marketing when the day job allows it, so enquiries arrive in bursts: a flurry after a good week of posting, then quiet when you're too busy to write anything. We find where yours actually come from, and where they stop arriving from, before anything gets built.

2

Enquiries that become clients.

An enquiry answered within minutes and followed up when it goes quiet usually turns into a client. One left sitting until you're off site usually doesn't. We build the reply and the follow-up so neither one depends on you remembering to do it at nine at night.

3

Clients who stay.

Past clients who hear from you again at the right moment come back, and send their friends. Left alone, most of them just drift away. This gets built in once and kept running every month, so it happens whether or not you've thought about it.

More than half of these systems never do what the brochure said, and when researchers looked at why, it was rarely the software itself (Johnny Grow 2025; Vantage Point). Nobody built it into the owner's week. Nobody stayed. **We stay.**

The journey



Survey.

Sixty minutes with Martin on how your week actually runs and where your enquiries slip through. You leave with a written Plan of Works, not a sales pitch. £147, credited against anything you buy within six months.



Build.

We build the parts your plan names, priced to that plan rather than a menu. Nothing gets added that your Survey didn't call for.



Serve.

We keep it running: checked every month, fixed the moment something breaks, and used rather than just installed.

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Think of it like a proper shop, not just a shopfront. The Survey draws up the plans. The Build puts up the walls, the fittings and the opening. Serve keeps the doors open every day after that.



The plain version

1 of 3

No metaphors here. Just what you get.

THE PLAIN VERSION

COMPONENT

WHAT IT IS

INCLUDED

NOT INCLUDED



1 Shopfront

One page that turns a visitor into an enquiry, and tells you where they came from

One page, written and built to convert one enquiry type, with its form and tracking. A second page is a second component.

A multi-page website, a rebuild of an existing site, e-commerce, blog or portfolio galleries. A whole site is a separate quote, and usually not us.



2 Enquiry capture

Every enquiry, from any channel, lands in one place; a missed call gets a text back in seconds

One pipeline, the contact record, tags, missed-call text-back on one number, web chat on one site.

Migrating an old database, connecting a second business or brand, bespoke software integrations.



3 Instant reply

Every enquiry gets an answer within a minute, and you get told

Automatic acknowledgement by email and text within a minute for each enquiry type in the plan, and an alert to one owner.

Answering the enquiry itself, live chat staffed by us, phone answering.

The plain version

2 of 3

No metaphors here. Just what you get.

THE PLAIN VERSION

COMPONENT	WHAT IT IS	INCLUDED	NOT INCLUDED
 4 Follow-up that never forgets	A quiet enquiry gets chased, five to seven times, on its own	One sequence of five to seven messages per enquiry type, written and tested, with chasers when it goes quiet. Up to two enquiry types.	A third or later enquiry type (each is an addition), sales calls, bespoke proposals.
 5 Booking	People book themselves in, get reminded, and are chased if they don't turn up	One calendar, reminders, and a no-show recovery message.	Multi-staff rota calendars, payments taken at booking, room or equipment booking.
 6 Reputation	Every finished job asks for a review, and your Google profile stays current	A review request after each job, one Google Business Profile tidied and connected.	Responding to reviews on the owner's behalf, removing bad reviews, listings on directories beyond Google.

The plain version

3 of 3

No metaphors here. Just what you get.

THE PLAIN VERSION

COMPONENT

WHAT IT IS

INCLUDED

NOT INCLUDED



7

Stay-in-touch

Past clients hear from you every month, in your own voice

The template and the first issue of a monthly email to past clients, in the owner's voice. Serve writes and sends the issues after that.

A weekly newsletter, print mailers, sending to bought lists.



8

Reactivation and referral

Old quotes and past clients get a reason to come back each quarter, and are asked to refer

One reactivation campaign to old quotes and past clients, and one referral ask, both written and set up. Serve repeats them quarterly.

Paid advertising, cold outreach to strangers, incentives or prize draws.



9

Visibility routine

Your own posts go out on a schedule, and Resolved keeps the daily habit going

Social scheduling set up from the owner's own material, and Resolved for the daily habit.

Writing the owner's social content for them, video production, managing comments and messages.

One business, one brand, one number, one site per build. What the Build writes and tests, Serve keeps running and sends each month. Anything outside a component's edge is either a further component, an addition at a stated price, or not something we do. It's never absorbed quietly into the plan.

What Serve contains, and how pricing works



What Serve contains each month

Always in Serve

- Monthly service check with Martin (30 minutes)
- Your system kept running: inbox and pipeline watched, things fixed, small copy changes made
- The platform account, plus text and email usage

Added as your plan needs it

- Monthly stay-in-touch email to past clients, written and sent
- Quarterly reactivation or referral campaign to old quotes and past clients
- Google Business Profile posts and review chasing
- Social scheduling from your own material

Which of the right-hand items you get is set by your own Plan of Works, not by a tier you pick off a page.

How pricing works

After the Survey, you get one number for the Build and one number for the Serve retainer, both worked out from your own Plan of Works. Not a menu, not a price list, and never quoted before we know what your business actually needs. The £147 you paid for the Survey comes off whatever you buy within the following six months.

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A sample Plan of Works

FOR A HYPOTHETICAL PLUMBING BUSINESS. ILLUSTRATION, NOT A REAL CLIENT.

Plan of Works

SAMPLE

WHAT THE SURVEY FOUND

Enquiries come in through a contact form and a Google Business Profile, but nothing replies until the owner is home in the evening. Half of them have gone quiet by then. Past clients rarely hear from the business again after the job.

COMPONENTS NAMED ON THIS PLAN

COMPONENT	EDGE, REPEATED
1 Shopfront	One page, built to convert the enquiry form, with tracking. Not a rebuild of the existing site.
2 Enquiry capture	One pipeline, the contact record, tags, missed-call text-back on the business number. Not a second business or brand.
3 Instant reply	Automatic acknowledgement by email and text within a minute, with an alert to the owner. Not the owner answering the enquiry itself.
4 Follow-up that never forgets	One sequence of messages for the main enquiry type, with chasers when it goes quiet. A second enquiry type would be a further component.

SERVE, AS SET ON THIS PLAN

The monthly service check with Martin (30 minutes), the system watched and kept running, plus the monthly stay-in-touch email to past clients.

Monthly service check 30 minutes with Martin, every month.

THE PRICE

BUILD NUMBER

[one Build number]

SERVE NUMBER

[one Serve number]

SIGNATURES

Signed for the business

Date

Signed for Success Academy

Date



Martin, and how to start

Martin.

Martin's spent fifteen years helping owner-run businesses get clients, and the proof is in how long they stayed working with him: five of them, each for between three and eleven years. Somewhere in the middle of that he went down every AI tool and shiny system going, convinced one of them was the answer. None of them were. He came back to what actually works for owners like you: a system built into the way you already work, with someone who stays until it runs on its own. No guru. No stage. Just fifteen years of doing this.

How to start.

Book a Client Flow Survey. Sixty minutes with Martin on how your week actually runs and where your enquiries stall. You leave with a written Plan of Works. If it wasn't worth your time, you get a refund at the end of the call. Otherwise, the £147 comes off anything you buy within the following six months.

“

Martin's coaching has benefited me and my business. His holistic approach was just what I needed. My motivation has improved and I feel more confident. Revenue has increased and I am proud of what I've achieved in the last few months with his help. I am very grateful to Martin for his insight and knowledge.

Oliver Dickinson
Owner, Habitat Development

“

With Martin's guidance I have been able to grow from being a home-based self-employed business, to a company with premises in Pride Park Derby and employing 6 members of staff. He helped me build key performance matrix, management tools as well as guidance with sales and customer service.

Adesola Akindele
Director, Equilibrium Startup Lab

BOOK A CLIENT FLOW SURVEY

thesuccessacademy.uk/survey

Scan the code or type the address. Sixty minutes, a written Plan of Works, £147 credited against anything you buy within six months.

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