



# BEYOND BREAKING EVEN

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UNLOCKING PROFIT POTENTIAL  
IN HAULING BUSINESSES

JUSTIN HUBBARD



# DEDICATION

For my incredible wife and our two (soon to be three) beautiful children, this book is dedicated to you.

To my wife, whose unwavering support has been the foundation on which I've built my dreams. Your knack for planting seeds of ideas so subtly in my mind that I awaken to them as if they were my own is nothing short of magical. You are the quiet strength behind every word written.

To my two little girls, you are the reason my work done in the early mornings and late nights are not just bearable, but filled with purpose. Each moment of fatigue is outweighed by the laughter and light you bring into my life. You are my motivation, reminding me daily of why every effort is worth it, and why the journey matters just as much as the destination.

# HOW TO GET THE MOST OUT OF THIS BOOK

Welcome to “*Beyond Breaking Even*,” a comprehensive guide designed to propel your service business into a realm of unparalleled profitability and efficiency. This book is not just a collection of ideas; it’s a roadmap for transformative action. To extract the maximum value from this resource, consider the following strategies:

**Read with Intent:** Approach each section with the question, “*How can this apply to my business?*” The content is structured to guide you from foundational strategies to specific operational improvements, each building on the last. Keep a notebook or digital document handy to jot down ideas and actions specific to your business.

**Implement Gradually:** Resist the urge to implement all strategies at once. Start with the Business Foundation and Strategy section to solidify your base, then move on to Marketing, Sales, and Customer Experience, and finally, Operations and Efficiency Improvement. This phased approach will help you maintain focus and manage change effectively.

**Engage Your Team:** Share relevant sections with your team members. Encouraging them to read and discuss ideas not only fosters a culture of continuous improvement, but also empowers them to contribute to the business’s success. Collaborative sessions to

brainstorm how to apply these strategies can lead to innovative solutions tailored to your business.

**Set Actionable Goals:** For each section or chapter, set specific, measurable goals. Whether it's increasing your profit margin by a certain percentage, or implementing a new customer retention strategy, having clear targets will help you track your progress and maintain momentum.

**Track Your Progress:** Use this book as a benchmark for your business's growth. Regularly review the goals you've set and assess your progress against the strategies outlined. This not only keeps you accountable, but also allows you to adjust your approach as you learn what works best for your specific circumstances.

**Leverage Templates and Tools:** Throughout the book, you'll find references to templates, tools, and software recommendations. Take the time to research these resources; they can significantly streamline your efforts and enhance your outcomes.

**Embrace Flexibility:** Not every strategy will work for every business in the exact way it's presented. Be prepared to adapt the ideas to fit your unique business model, market, and customer base. The principles of profitability and efficiency are universal, but their application can be as unique as your business.

**Revisit and Revise:** Your business will evolve, and so should your strategies. Make "*Beyond Breaking Even*" a resource you revisit annually or even bi-annually. As you grow and the market changes, different sections will

become more relevant, offering new insights and ideas to explore.

**Engage with the Community:** Consider joining online forums, local business groups, or social media communities where other readers and service business owners share their experiences. Learning from others' successes and challenges can provide practical insights and inspiration.

By following these steps, this will serve not just as a book, but as a dynamic tool for growth and success. Remember, the journey to unlocking your profit potential is ongoing and ever-evolving. This resource is here to guide you through every step of that journey.

# CONTENT SUMMARY

## SECTION 1: BUSINESS FOUNDATION AND STRATEGY

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**1. Analyze Your Profit & Loss Statement:** Dive deep into your P&L statement to identify not just where your revenues are coming from, but also where your expenses are highest. This analysis can reveal hidden opportunities for cost reduction, or highlight services that are particularly profitable. Regular review helps you adapt quickly to changes in the business landscape, optimizing for profitability.

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**2. Streamline Your Operations:** Evaluate every aspect of your operations to find efficiencies, from the initial customer contact and job scheduling to completion and follow-up. Consider adopting technologies that automate routine tasks and streamline job assignments based on geographic location to minimize travel time and fuel expenses.

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**3. Review Your Service Prices:** Conduct market research regularly to understand competitive pricing and ensure your services are priced appropriately. Consider the value you provide to your customers beyond the basic service, such as convenience or superior quality, and price your services to reflect this value.

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**4. Secret Shop the Competition:** Engage in regular competitive analysis to understand your market position.

Use findings to adjust your marketing strategy, service offerings, and customer experience to stay ahead. This might include adopting best practices, identifying gaps in the market, and differentiating your brand.

**PG 22** **5. Define Who Your Ideal Customer Is:** Develop detailed customer personas to tailor your marketing and service offerings more effectively. This involves understanding their needs, preferences, and pain points, which can inform targeted marketing campaigns and service adjustments to better meet their expectations.

**PG 25** **6. Customer Retention:** Implement strategies to keep your customers coming back, such as loyalty programs, personalized follow-ups, and exceptional customer service. Make use of CRM systems to maintain detailed records of customer preferences and history to personalize interactions.

**PG 28** **7. The Notorious “80/20 Principle”:** Apply the Pareto Principle to focus on the 20% of your efforts that generate 80% of your results. This could mean prioritizing certain services, customers, or marketing channels that yield the most significant returns, and reassessing or discontinuing less profitable activities.

**PG 31** **8. Strategic Partnerships with Complimentary Businesses:** Identify and cultivate relationships with businesses that offer complementary services. This strategic networking can lead to referral partnerships, joint marketing efforts, and bundled service offerings, expanding your customer base and adding value for your clients.

## SECTION 2: MARKETING, SALES, AND CUSTOMER EXPERIENCE

**PG 35** **9. Build Your Website to Convert and Automate:** Ensure your website is not just a digital brochure, but a conversion tool. Optimize it for search engines, make navigation intuitive, and include clear calls to action. Implement chatbots and automated booking systems to capture leads 24/7 and improve customer experience.

**PG 38** **10. Analyze Your Advertising Campaigns:** Use analytics to regularly review the performance of your advertising campaigns across different channels. Adjust your budget towards high-performing ads and refine your messaging based on customer feedback and engagement metrics.

**PG 41** **11. Additional Ways To Advertise On The Go:** Make every job an advertising opportunity. Brand your vehicles boldly, use job site signs, and employ wearable branded merchandise to increase brand visibility. Consider local sponsorships or community events for additional exposure.

**PG 44** **12. Estimate Follow Ups:** Develop a systematic approach to following up on estimates provided. Use email automation for initial follow-ups, and personalize subsequent communications based on customer responses. Tracking follow-up outcomes can further refine your sales process.

**PG 47** **13. Recurring Services:** Explore the feasibility of subscription-based or scheduled service models in your business. For services not naturally recurring, consider maintenance packages, seasonal clean-up promotions, or

loyalty discounts for repeat business to encourage regular engagements.

### SECTION 3: OPERATIONS AND EFFICIENCY IMPROVEMENT

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**14. Improving Logistics:** Invest in route optimization software to plan daily jobs efficiently, reducing travel time and fuel costs. Consider the geographic distribution of jobs when scheduling to maximize the number of jobs completed per day.

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**15. Invest in Technology:** Adopt technology solutions that can automate various aspects of your business, from customer bookings to inventory management. Use data analytics to gain insights into business performance and identify areas for improvement.

PG 56

**16. Employee Efficiency and Effectiveness:** Foster a culture of continuous improvement and efficiency. Provide regular training and development opportunities for employees, and implement incentive programs to reward high performance and innovation.

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**17. Negotiate With Your Suppliers:** Regularly review and negotiate your supply chain costs. Whether it's dump fees or equipment purchases, understanding the market and leveraging your business volume can lead to significant cost savings.

PG 62

**18. Donate the Junk:** Develop a streamlined process for identifying and handling items suitable for donation. Partner with local charities and donation centers to make the process more efficient and community-oriented.

**PG 64** **19. Sell the Junk:** Create a system for sorting, cleaning, and selling valuable items. Utilize online marketplaces and social media to reach potential buyers. Keep track of the time and resources spent to ensure the profitability of these sales.

**PG 67** **20. Sort the Junk:** For scrap metal, implement a sorting system at the job site to separate these items. Educate your team on identifying valuable metals and ensure efficient transportation and sale to scrap dealers.

**PG 70** **21. Recurring Services:** Build relationships with clients who have ongoing needs, such as contractors or property managers. Offer customized service agreements that provide value to both parties, ensuring a steady flow of business.

This arrangement starts with foundational business strategies and customer understanding, moves into growth through marketing and sales, and concludes with optimizing operations and efficiency.

It follows a natural progression from establishing a solid business understanding, expanding through effective marketing, and refining operations for better efficiency and profitability.

It is a journey from getting the basics right, to growing your presence, and then making sure you're running so smoothly that you're not just staying afloat, but you're sailing ahead profitably with a growing company.

# INTRODUCTION

Starting your own business is a ride like no other—full of freedom, calling your shots, and blending work with life in a way that suits you. It's about ditching the 9-to-5 grind for something that feels more... you.

But let's not sugarcoat it. This adventure comes with its own set of challenges. Keeping the cash flowing is crucial—it's the heartbeat of your business. And making a profit? That's your business's lifeline. It's not just about the cash you rake in, but the cash you get to keep. Ever heard, "*revenue is vanity, profit is sanity?*" It's my go-to reminder that not every seemingly shiny opportunity is actual gold.

I've seen many in the hauling industry get lost in the daily hustle, only to find their hard work didn't pay off as expected. It's a common tale. This is why it's crucial to keep an eagle eye on your finances, separating the chaff from the grain.

Facing hurdles? It's part of the game. The key is to be nimble, ready to pivot, and smart about which paths to pursue or abandon. Ever fallen for the "sunken cost fallacy?" It's a tricky one, making you stick with a losing strategy just because you've already invested in it. Learning when to cut your losses is vital.

In my journey, I've leaned on a systematic approach to

try out new ideas, assess their potential, and decide whether to go full steam ahead, tweak, or drop them. This constant dance of “*evaluate/adjust/repeat*” is what keeps you sailing through the unpredictable waters of business.

Ready to beef up your profit margins? I've cooked up this guide full of actionable insights. Whether you're a “cover-to-cover” reader or a “skip-around-the-chapters” kind of person, there's something for everyone. And if you think I've missed a beat, hit me up at [Justin@HaulingHubb.com](mailto:Justin@HaulingHubb.com).

At the end of each chapter, I'll drop some actionable tips your way, making sure you've got solid, practical takeaways to apply to your venture. Because what's advice without action, right?

Let's turn those insights into tangible results for your company. Get ready to roll up your sleeves and dive deep into the strategies that will carve the path to success for your entrepreneurial journey.

Let's explore how to make your business not just survive, but thrive.

**Justin Hubbard**

# **SECTION ONE**

## **BUSINESS FOUNDATION AND STRATEGY**

# CHAPTER ONE

## GETTING TO KNOW YOUR PROFIT & LOSS STATEMENT LIKE A PRO

Let's chat about something that might sound a bit dry, but is super crucial for your hauling business: understanding your Profit & Loss (P&L) statement. Think of it as the ultimate financial selfie, showing you the real deal about where your cash is coming from, where it's going, and how you can amplify those profits.

### **Diving Into Your Revenue:**

Alright, first things first, let's break down how you're making your money. If you're in the junk removal game, your cash might be coming from different gigs like house clear-outs, helping businesses declutter, or even recycling stuff. Have you noticed that office clean-ups are where the money's at? Maybe it's time to charm more businesses with your services. And if recycling is more hassle than it's worth, it might be time to rethink that strategy.

### **Checking Out Direct Costs:**

These are the costs that are directly linked to what you do – think fuel for your trucks, paying to dump, and wages for your hard working crew. Let's say you make \$600 from clearing out a house, but it costs you \$200 in direct costs. Not bad, right? But if recycling is making you lose money, it might be time to haggle down those recycling fees or tweak your pricing.

**Running Costs of the Business:**

Now, let's talk about the costs of keeping the lights on – your ads, the rent for your office/lot, and what you pay your admin staff. If traditional ads are eating up your budget without bringing in customers, switching to savvy digital marketing could be a game-changer. Also, think about using tech to streamline those time-consuming administrative responsibilities.

**Smart Debt Management:**

Loan interest can be a real profit killer. Taking a closer look at this expense might show you opportunities to refinance or get better loan terms, kind of like refinancing your house to save money.

**Tax Savings:**

Nobody likes giving away more money to taxes than they have to. With some smart planning and maybe a chat with a tax pro, you could be saving a heap by tapping into all the deductions you're eligible for, or even rethinking your business structure.

**Staying on Your Toes:**

Keeping an eye on your P&L statement helps you stay agile. Notice a spike in demand for eco-friendly disposal services? That's your cue to double down on green marketing or add more eco-friendly options to your services.

**Making It Work for Your Business:**

Understanding your P&L can be a game-changer for your business. It's about figuring out what services are pure gold, cutting the dead weight, and finding smart ways to

cut costs. It's about making those informed, savvy decisions that drive your business forward.

### **ACTIONABLE TIPS**

- **Revisit Your Services:** *Identify which ones are making the most money and focus your efforts there.*
- **Cut Down on Waste:** *Literally and figuratively. If something's not profitable, it's time to let it go or make it more efficient.*
- **Lean into Digital:** *Swap costly traditional marketing for digital strategies that reach your customers where they are.*
- **Talk to Experts:** *Whether it's getting better loan terms or saving on taxes, don't be shy to seek out advice from professionals.*

By treating your P&L statement like the treasure map it is, you can steer your business to more profitable shores. Remember, it's not just about surviving in the market and growing top line revenue; it's about outsmarting the competition and increasing your take-home bottom line profits!

# CHAPTER TWO

## FINE-TUNING YOUR OPERATIONS

Let's talk about fine-tuning your operations, something I learned the hard way when I started back in 2014. I was like a kid in a candy store, saying yes to every job that came our way, no matter if it was our "*bread and butter*" or not. We even dabbled in light-hauling, moving stuff around town. But boy, did we face a reality check when we tried our hand at full-house moves without the proper gear or know-how. Those jobs were a mess – they dragged on, customers weren't thrilled, and it threw a wrench in our regular job schedule.

Realizing this wasn't our core competency, I made a pivotal move – I teamed up with a local moving company. It was like swapping trading cards; I'd send them customers needing moving services, and they'd send people my way for junk removal. This switcheroo was a win-win. We got to stick to what we were good at, bumping up our efficiency and profits, and kept our crew from being dead on their feet by the end of the day.

But it wasn't just about ditching the moving scene. We also looked critically at the jobs we were taking on. Hauling massive items like old boilers or pool tables? More trouble than they were worth, especially if our main guy was out. After a few hiccups, we decided to trim our

services down to what we did really well – dumpster rentals, Grizzly Bags, and regular junk removal.

This meant tightening our focus – narrowing our service area meant our trucks weren't running marathons every day. This not only saved on fuel, but also spared our vehicles from early graves. And, sticking to a single dumpster size kept things simple and streamlined; we didn't have to juggle different offerings or make unnecessary trips back to our home base.

As for marketing, I put most of our resources on Google Ads, zeroing in on our refined service area. This targeted approach paid off, filling our schedule to the brim with the right kinds of jobs.

When it came to the really tough jobs, like hauling safes or homes with bedbugs, we decided it just wasn't worth the risk. And for those jobs that were just plain labor-intensive, we started asking for what our effort was truly worth and charging extra.

Looking back, I learned a ton about playing to our strengths and making smart, strategic decisions. It's all about focusing on what you do best and being willing to adjust your strategy to keep your business lean and on the path to success.

## **ACTIONABLE TIPS**

- ***Zero in on What You're Good At:*** *Don't spread yourself too thin trying to catch every ball. Stick to your strengths.*

- **Make Smart Partnerships:** *Linking up with businesses that complement yours can be a win-win. It's all about synergy*
- **Trim the Fat:** *If a service is more hassle than it's worth, cut it loose. Focus on what brings in the bucks without breaking your back.*
- **Optimize Everything:** *From your service area to your marketing efforts, make sure you're operating as efficiently as possible.*
- **Charge Fairly:** *Don't be shy about pricing your services according to their true value, especially for those demanding jobs.*
- **Learn and Adapt:** *Keep your eyes open for lessons from the field. They're your best teachers for fine-tuning your business strategy.*

Tightening up operations isn't just about cutting out the fluff; it's about creating a well-oiled machine that plays to your strengths and keeps your business humming along smoothly.

# CHAPTER THREE

## PRODUCT / SERVICE PRICING

This is really important because getting it right means not just covering costs, but truly valuing what you offer. And, let's be honest, the thought of hiking prices might give you the jitters—*what if your customers bolt?* But here's the kicker: if they love what you do, they'll stick around, even when prices inch up. Thanks to inflation, everyone's getting used to shelling out a bit more for just about everything. Your services are no different.

### **Spotlight on Your Brand:**

Your business needs to be the one that pops in people's minds, standing out in that crowded market. *What's your secret sauce?* Maybe it's your unbeatable customer service, your eco-friendly disposal methods, or that extra mile you go when nobody else does. These unique bits are your golden tickets, justifying why your tag might be a tad higher than *Joe Shmoe's Junk Removal* next door.

### **Raising the Bar (and Prices):**

Being unique lets you edge up those prices because, honestly, customers see the value you're dishing out—value they can't get elsewhere. It's all about striking the right balance; increase prices gently or tie them to the market's pulse. And for your less-accepting longtime customers? Consider grandfathering their rates while nudging up for new folks on board.

### **Creative Price Tweaks:**

Here's a thought: instead of a flat-out price jump, why not tweak what's being offered? Say, for junk removal, play with the truck space to offer less volume but keep the price steady.

Or, with dumpster rentals, adjust the weight limit but not the price tag. It's about offering the same great service but smarter, ensuring your customers feel they're still getting top bang for their buck.

### **ACTIONABLE TIPS**

- **Review Your Prices Regularly:** *Make sure they reflect the superior value you bring.*
- **Ease Those Price Hike Worries:** *Remember, loyal customers value quality and are willing to pay for it, especially in a world where prices are always on the up.*
- **Shine a Light on What Makes You Special:** *Highlight what sets you apart, and don't shy away from pricing that showcases your worth.*
- **Be Smart About Increases:** *Consider the gentle art of price lifting, keeping loyal customers close with stable rates while adjusting for newcomers.*
- **Innovate, Don't Just Inflate:** *Get creative with how you package your services to add value without directly bumping up prices.*

Navigating the pricing maze is part art, part science. It's about properly valuing what you offer, understanding what your customers treasure, and finding that sweet spot where everyone's happy. So, go ahead—reassess those numbers, and make sure they truly reflect the incredible service you're known for.

# CHAPTER FOUR

## SPYING ON THE COMPETITION (SECRET SHOPPING)

Keeping an eye on your competition is important, and yet often overlooked. It's like being a secret agent in your own industry. Knowing what sets you apart is key, whether it's your unbeatable quality, lightning-fast service, cutting-edge solutions, or top-notch customer care.

### **Why Be Unique?**

It isn't just about bragging rights; it's about giving people a reason to pick you over the next guy. What's your secret ingredient that makes customers choose you?

### **Getting Down to Espionage:**

Now, onto the spy stuff. How often do you actually check out what your rivals are up to? I mean, really dive into their services, prices, and how they market themselves. It's not about copying them—it's about understanding the battlefield. In my company, we make it a point to do some detective work on our competitors every few months. This isn't just casual snooping; it's strategic research that helps us sharpen our edge and stay ahead of the game.

### **Don't Wait for an SOS:**

Are you waiting until you're losing customers to figure out why you're falling behind? Big mistake. If your

audience is thinning, it might not be the economy—it might be that your competition is stepping up their game. Also, don't be shy to ask your competitors directly about how they're doing, what's new, and how busy they are. You'd be surprised how much you can learn just by asking.

### **Building Your Spy Network:**

Believe it or not, getting chummy (in a professional way) with your competitors can actually work wonders. It's not just about getting the scoop on them; it's about building a network that helps you stay in tune with the market, spot trends, and even uncover opportunities for innovation.

### **ACTIONABLE TIPS**

- **Identify What Makes You Stand Out:** *Nail down what makes your service the go-to choice for customers.*
- **Embrace Your Inner Spy:** *Regularly check out your competition, not to imitate, but to understand the market and refine your own strategies.*
- **Be Proactive, Not Reactive:** *Keep tabs on the market to ensure you're not caught off guard by shifts and changes.*
- **Network with Rivals:** *Respectfully engaging with competitors can lead to valuable insights and even unexpected opportunities.*

Remember, in the world of business, knowledge is power. Keeping an eye on your competition and understanding your unique place in the market is crucial. It's not about being sneaky; it's about being smart and strategic. So, go ahead, put on your detective hat and start gathering those valuable insights that will keep you ahead of the curve!

# CHAPTER FIVE

## ZEROING IN ON YOUR IDEAL CUSTOMER

Identifying your ideal customer will help you in all aspects of your business. It's like putting together a puzzle; knowing who you're aiming for can make all the pieces fall into place.

### **Understanding the Mosaic of Customers:**

Our customers come in all shapes and sizes, each with their own unique needs. Some might need a one-time house clean out, while others might regularly need dumpsters for construction sites. Picture this: on one side, you've got Gary, the contractor who's always juggling multiple projects. On the other, there's Karen, who's finally tackling that attic clean out she's been putting off for years. Learning how all of these different types of customers fit into the larger ecosystem of your company is crucial.

### **Crafting Customer Profiles:**

Diving into customer profiling can sound like an invasive practice, and in a way, it is. We're talking about getting down to the nitty-gritty: age, lifestyle, maybe even what they binge on Netflix – you name it. This isn't just busywork; it's about crafting services and messages that resonates directly with their lives and needs.

For example, think of Mike, the active 55-year-old with a passion for high-end bicycles, versus Ashley, the 28-

year-old city dweller who's all about the latest cycling tech. Each has different triggers, preferences, and channels they pay attention to—and your services and marketing need to target them each uniquely.

### **Engagement is Key:**

Engaging with customers goes beyond just selling to them; it's about understanding their journey to your (truck) door. How did they find you? What made them choose you over the competition? This isn't just valuable intel; it's gold for refining your approach and services.

### **Strategically Targeting Your Audience:**

Armed with your detailed customer profiles, it's time to get your message in front of the right eyes. Tailor your ads, social media content, and even the language in your communications to match what resonates with your targeted segments. It's about being where they are, speaking their language, and addressing their specific needs and pain points.

### **ACTIONABLE TIPS**

- **Profile Like a Pro:** *Dive deep into understanding who your customers are. The more detailed your profiles, the better you can tailor your services and marketing.*
- **Engage and Learn:** *Don't just talk at your customers; engage with them. Learn what makes them tick, and how you can serve them better.*
- **Targeted Marketing:** *Use your insights to place ads where your ideal customers are most likely to see them. Customize your messages to address their unique needs and desires.*

- **Speak Their Language:** *Adjust your communication style to match your customers' preferences. Whether it's through visuals, stories, or straight-up facts, make sure it resonates with them.*
- **Review and Adjust:** *Keep refining your profiles and strategies based on feedback and engagement. The better you understand your customers, the more effectively you can reach and serve them.*

Identifying and targeting your ideal customer isn't just about boosting sales—it's about building a service that genuinely meets their needs and exceeds their expectations. By focusing on who your customers are and what they need, you can streamline your efforts, making your business not just a choice, but the choice for them.

# CHAPTER SIX

## KEEPING YOUR CUSTOMERS COMING BACK

Let's dive into the art of customer retention. It's like nurturing a garden. You've already done the hard work of planting (a.k.a. acquiring customers), so let's make sure those plants keep flourishing, shall we?

### **Why Retention Rocks:**

Getting new customers is tough and costly. So, once you've got someone through the door, it makes all the sense in the world to keep them around. It's like having a bunch of friends who always choose your house for movie night because they know you've got the most comfy space and the best snacks.

### **The Power of Remembering Names (and More):**

First off, keeping track of your customers is key. Whether it's a fancy CRM system or a well-organized Google Doc (I strongly recommend any serious business to use a CRM system), knowing who's who lets you personalize your approach and reminds them why they liked you in the first place.

### **"Hey, Remember Us?" Campaigns:**

Rekindling old flames (with former customers, that is) can be more cost-effective than sparking up new ones. It's about reminding them of the good times, like, "*Hey, we made decluttering fun, right? Let's do it again!*"

Consider using friendly follow-up messages, loyalty perks, or even just checking in to say hi.

### **Making It Personal:**

A little personal touch goes a long way. Tailoring your communication, whether through emails, texts, or calls, can make customers feel special and valued. *And who doesn't like feeling special?*

### **Reward Their Loyalty:**

Everyone loves getting a gold star for being awesome. So, consider loyalty programs or exclusive discounts for your repeat customers. It's like giving them a high-five and saying, *"You're the best for sticking with us."*

### **Encourage the Love to Spread:**

Referral bonuses or seasonal promotions can encourage your happy customers to spread the word, acting like your personal cheerleaders. Plus, engaging in community projects can boost your brand's feel-good factor and loyalty. And don't forget (or be afraid) to ask for online reviews! They make all the difference when new customers are starting their search for what you offer on the web.

## **ACTIONABLE TIPS**

- **Organize Your Contacts:** *Keep a neat list of your customers, so you never forget a name or detail.*
- **Keep the Conversations Going:** *Don't just disappear after a job. Drop them a message now and then to stay on their radar.*
- **Reward Repeat Business:** *Show your appreciation with discounts, loyalty points, or just a simple thank you note.*

- **Ask for Feedback:** *Be genuinely interested in how you can serve them better next time.*
- **Be Part of the Community:** *Get involved in local events or causes. It shows you're about more than just business.*

And remember, it's not just about keeping your business afloat; it's about building a community of customers who trust and prefer you over anyone else.

# CHAPTER SEVEN

## THE GAME-CHANGING 80/20 RULE

Ever heard of the 80/20 rule, or the Pareto Principle? It's this fascinating concept that effectively explains how 80% of your results come from just 20% of your efforts. Mind-blowing, right? In business, this principle is gold. It means you should spotlight the stuff that's really bringing in the profit, and give a cold shoulder to the rest. Imagine you've got a list of things you do or sell, and you figure out which ones are the true MVPs in terms of making money. You might find you've been pouring hours into stuff that barely adds to your bank balance. That's a game you don't want to play.

For example, take this shop owner I provided small business consulting for in a completely different industry. He was all over the place, trying to sell tons of unrelated items and services to his customers at the same time. When I actually looked into it, it turned out his services were the golden goose, bringing in way more cash than the products he was hawking, with much less hassle. So, we got smart. We trimmed down the product line, set up an online shop to handle those sales with as little fuss as possible, and put the pedal to the metal on the service side. It was like switching from a clunky old bike to a slick sports car overnight—and the P&L proved it just one month later.

Now, think about your own company. What if you did a deep dive into everything you offer? Line them up, jot down how much effort each line item takes, how tough it is to get people to bite, and what the profit looks like. It's like doing a health check-up on your business to see what's fit, and what's not pulling its weight.

## ACTIONABLE TIPS

- **Get to Know the 80/20 Rule:** *It's simple but powerful. Most of your wins come from a small part of what you do. Find those wins and chase them, cut back the rest.*
- **Audit Time:** *Roll up your sleeves and review everything you offer. Focus on effort vs. profit and see what's really worth your time.*
- **Bet on the Best:** *Got some all-stars in your lineup? Those are your breadwinners. Pour your energy and resources there.*
- **Say Bye to the Bummers:** *If something's more trouble than it's worth, it might be time to let it go. Tough love, but your business will thank you.*
- **Smart Money on Smart Ads:** *Figure out which marketing moves are actually bringing people in. Spend there, stop and save everywhere else.*
- **Automation is Your Friend:** *Any chance you get to make things run themselves, take it. It's all about doing more with less.*
- **Do the Math:** *List out your activities, time spent, customer chase-down, and net profits. This isn't just busy work; it's how you find your business's sweet spots.*

In short, using the 80/20 rule isn't about working harder; it's about working smarter. It's about recognizing where

your real value lies and going all-in on that. It might require some tough choices, but the payoff? Well, that's the kind of success story everyone wants to be a part of.

# CHAPTER EIGHT

## TEAMING UP FOR SUCCESS

Have you ever thought about teaming up with businesses that just vibe well with yours? It's like forming a dream team where everyone wins. Imagine working with moving companies that don't mess with hauling things away, or contractors who make home improvements, but don't want to deal with the mess left over. These businesses are often on the lookout for reliable partners to take care of the components of the job they don't want to do. And the best part? They usually pass these costs on to their clients, so teaming up with you is a no-brainer for them.

And this isn't just about those specific types of companies. Think bigger. What about working with other hauling businesses that might not have the equipment you do, or dumpster companies that are all about the bins but not so much the manpower? I've been down this road, teaming up with junk removal crews for big clear-outs or lending a hand to dumpster companies in need. It's beneficial all around, making everyone's life a bit easier and keeping clients happy.

The trick is to keep your standards sky high. If you're known for top-notch service, these complementary businesses will be knocking on your door, happy to introduce you to their clients. It's all about building trust, showing you care as much as they do. And before

you know it, you're not just expanding your network; you're mixing it up with a variety of clients and getting a steady flow of gigs from all corners.

## ACTIONABLE TIPS

- **Look for the Perfect Match:** Find businesses that complement yours and can use a hand in areas you excel in.
- **Be the Solution They Need:** Show how your services can make their jobs easier, allowing them to focus on what they do best.
- **Create Mutual Wins:** Link up with companies that might be missing what you offer. This could be extra muscle for junk removal, or the right-sized dumpster for a project.
- **Smooth Sailing for Everyone:** Understand that by working together, costs can easily be passed onto clients, making your partnership a convenient option for everyone involved.
- **Keep Standards High:** Deliver exceptional service to make sure your new partners feel confident about bringing you into their projects.
- **Trust and Professionalism are Key:** Your dedication to quality will make other businesses more eager to work with you, knowing their customers are in good hands.
- **Grow Your Circle:** Use these partnerships to widen your business horizons and tap into new client bases.
- **Aim for Win-Win:** Focus on forming relationships that benefit both sides, leading to mutual growth and success.
- **Enjoy a Steady Stream of Work:** Building solid partnerships can mean a more consistent workload from diverse sources, helping to stabilize and grow your business.

Linking up with the right partners can really take your business to the next level. So why not give it a shot? You never know how many doors it could open up.

# SECTION TWO

MARKETING, SALES, AND CUSTOMER  
EXPERIENCE

# CHAPTER NINE

## MAKING YOUR WEBSITE WORK FOR YOU

Alright, let's get real about websites. If you're running a hauling business, your website isn't just a "nice-to-have;" it's your storefront, your first impression, and sometimes your only chance to convince a customer to pick you over the competition. No pressure, right?

Here's the deal: most people will use Google search to find services like yours. And with Google essentially ruling the internet, if you're not on it, you're invisible. Setting up a "Google My Business" is a non-negotiable because it's free and it's your ticket to showing up in those local searches.

When someone's got a garage full of stuff they've been tripping over for months and finally decide to clear it out, they're going to search for help. Your online profile –packed with solid reviews and a professional feel– needs to grab their attention. Then, once they visit your site, you've got mere seconds to convince them you're the answer to their cluttered prayers. Make it count.

Now, imagine someone calls you after hours, but all they get is a bland voicemail message. Chances are, they're moving on to someone who seems more accessible. This is where automating your customer interactions can be pivotal. Something like an automated response to online

inquiries can mean you're booking jobs even when you're out on a job—or catching up on some sleep!

But here's the kicker: while setting up your online presence to be this smooth operator might sound like a ton of work, it's totally doable and absolutely worth it. It sets you apart from competitors and makes it super easy for customers to choose you.

## ACTIONABLE TIPS

- **Make It Snappy:** *Ensure your website loads quickly and looks great on mobile devices. People have the patience of a toddler these days, so don't test it.*
- **Be Clear and Compelling:** *Right off the bat, tell visitors why you're the best choice for them. Got a 24-hour turnaround time? Showcase it. Offer eco-friendly disposal? Shout it from the digital rooftops.*
- **Content is King:** *Provide useful info that answers their questions. Blog posts about decluttering tips or the benefits of dumpster rentals can not only educate, but also convince them you're the expert they need.*
- **Keep Contact Simple:** *Whether it's a phone number, email, or chat option, make sure folks can easily reach out to you. And then, make sure you get back to them fast.*
- **Show Off Your Happy Campers:** *Customer testimonials can do wonders for trust. If Jane from down the street loved your service, chances are, others will too.*
- **Sweeten the Deal:** *A little discount or special offer can nudge those on the fence into becoming customers. Who doesn't love feeling like they're getting a bargain?*
- **Chat It Up:** *Live chat can work well for answering quick questions and keeping potential customers engaged.*

- **Never Stop Improving:** Regularly check how your site is doing. Where are people bouncing? What's working? Adjust as you go.

So, there you have it. Your website is your 24/7 salesman. Make it a good one, and watch how it transforms your business, attracting customers like bees to honey.

# CHAPTER TEN

## FINE-TUNING YOUR AD CAMPAIGNS LIKE A PRO

Okay, picture this: managing your ad campaigns is a bit like gardening. You can't just toss seeds in the ground, kick back with a lemonade, and expect a lush garden. Nope. You've got to tend to it—watering, weeding, maybe even talking to your plants (hey, don't knock it till you've tried it). Your ads are the same. They need care, attention, and regular tweaks to flourish. If you're throwing cash at ads that don't bring any joy (or customers), it's time for some pruning.

Imagine setting up a Google Ads campaign as if you're throwing a dinner party. You carefully choose who to invite (your keywords), plan a delicious menu (your ad copy), and set the table just right (your ad placements). You're aiming for a great evening where everything goes perfectly. But, keeping up with the constant changes and making sure everything's running smoothly can feel like herding cats (I was told this was hard to do).

The online ad world is always on the move, making it as tricky as spotting Waldo at a striped sweater convention if you're not keeping a close eye. If diving into the depths of ad campaigns isn't your thing, it might be wise to call in a pro to help you juggle the ad management while you focus on running the rest of your business efficiently.

Hiring an ad specialist is like switching on the GPS for a road trip. Sure, you could navigate with a map and have a blast getting lost, but if you're on a tight schedule, you want the fastest route. These wizards of the ad world can steer you through the ever-shifting landscape of digital marketing, letting you focus on what you do best: growing your business.

So, while it might be tempting to set up your campaigns and forget about them, remember: ad care needs to be an ongoing effort. Ignoring your campaigns is like ignoring a leaky faucet—it'll just end up costing you more in the long run. You don't have to become an advertising guru overnight; there are plenty of skilled professionals who can optimize your campaigns without breaking the bank.

### **ACTIONABLE TIPS**

- **Keep a Regular Check-Up Schedule:** *Just like plants need water and sunlight, your ads need regular reviews to ensure they're performing well.*
- **Cut Off the Dead Weight:** *If an ad isn't bringing in business, toss it. Redirect your budget to campaigns that show promise.*
- **Stay in the Loop:** *Digital marketing is a beast that never sleeps. Keep an eye on the latest trends and platform updates to keep your campaigns fresh.*
- **Bring in the Experts:** *Juggling ad management on top of running your biz is a recipe for burnout. Consider hiring a specialist to take this off your plate.*
- **Embrace Professional Help:** *It's okay to outsource things that are outside your wheelhouse. You'd call a plumber for a burst pipe, so why not a marketing pro for your ads?*

- ***Ditch the "Set and Forget" Mindset:*** *Ads are not crockpots. You can't just set them and walk away. Stay active in managing and adjusting your campaigns.*
- ***Invest in Expertise:*** *Hiring a pro might cost you, but think of it as investing in your business's growth and efficiency. Skimping on your ad strategy can lead to missed opportunities and wasted resources.*

By following these guidelines, you'll ensure your advertising efforts are as fruitful as they should be. Remember, you're the master of your business domain—don't let ad management become the thorn that takes over.

# CHAPTER ELEVEN

## STEALTH MARKETING: ADVERTISE ON THE GO

Ever thought of making the most of your daily grind to spread the word about your services? Imagine turning your regular route into a moving billboard without going out of your way. It's all about being clever with your resources, and here's how:

**Door Hangers & Quick Chats:** Popping a door hanger on neighbors' doors while you're in the area is like saying, *"Hey, we just made your neighbor's day. Wanna be next?"* It's casual, direct, and personal. Sure, some people might not be thrilled to find something on their door, but most are cool with it, especially if it comes with a smile and a quick, friendly intro if they're home. If they're not, no worries—leave your hanger and move on.

**Sticky Notes:** Yep, like the ones you use for reminders, but slapped on doors or mailboxes. It's a bit unconventional, and they might fly away in a strong breeze, but they grab attention. 1-800-Got-Junk? uses this tactic, and while it's hit or miss, it's got its charm.

**Yard Signs:** A classic move. Drop a sign in a yard (with permission, of course) where you're working, and everyone passing by knows you're the hero of the hour. Just be mindful of the local rules to avoid fines; some towns aren't big fans of roadside surprises.

**Parking That Extra Truck:** Got a spare truck? Park it somewhere busy. It's a silent salesman. (Just make sure it's okay to be there; we don't want to tick off the locals.) This tactic puts your brand in front of thousands without a single word.

**SWAG Time:** Who doesn't love free stuff? Giving away branded goodies can turn your customers into walking, talking advertisements. The trick is choosing items that people will actually use and love. Think about your crowd –eco-friendly items for the green-minded, practical gadgets for the busy bees. It's all about connecting and making a lasting impression without breaking the bank.

By weaving these strategies into your everyday workflow, you're not just working smarter; you're marketing smarter. It's about making your presence known and being remembered without extra effort.

## **ACTIONABLE TIPS**

- **Door Hangers & Conversations:** *Be friendly, quick, and informative. Leave a hanger if they're not home.*
- **Sticky Notes:** *Try it out, but keep an eye on the weather and the neighborhood's acceptance.*
- **Yard Signs:** *Ask permission and place signs strategically for maximum exposure without stepping on any toes.*
- **Extra Truck Billboard:** *Use your spare truck as a mobile ad. Park it in a spot with lots of visibility, but be ready to move if needed.*
- **Choose SWAG Wisely:** *Go for quality over quantity. Pick items that resonate with your audience and reflect your brand's values.*

Incorporate these techniques seamlessly into your day-to-day operations for a boost in brand awareness. It's a game of subtlety and consistency, ensuring your services are in the spotlight, even when you're focusing on the job at hand.

Remember, every little interaction or visual cue can be a step towards securing your next big booking.

# CHAPTER TWELVE

## NAILING THE FOLLOW-UP GAME

Ever wondered why some jobs just slip through the cracks after you've sent out an estimate? Here's the thing: sending that estimate is just the beginning of the dance, not the final step. It's like asking someone out and then... just waiting around without a follow-up plan. You've already done the hard part getting them to notice and consider you. Now, you gotta keep that connection alive.

Most of the time, customers won't chase you down to give you their money. So, it's on you to circle back and keep the conversation going. Think about it this way: you ping them a few days after dropping that estimate, just a casual check-in. Then, hit them up again a week later if you haven't heard back. Got a customer who's like, "*Eh, maybe next month*"? Perfect, make a note to reach out then. This isn't about pestering them; it's about being on their radar so when they're ready to roll, you're the first one they think of.

Seeing your effort turn into actual jobs is a great feeling. It means all that work you've put into drawing customers in is really paying off. Plus, it boosts your bottom line, which is always a positive.

Here's how to kick this into gear: grab a CRM (Customer

Relationship Management) system to keep tabs on these chats, and use a calendar to schedule your follow-up plan. Whip up a few templates for follow-up messages to save yourself some time, and keep your tone friendly and helpful. You're not trying to pressure them; you're guiding them through their decision, which can be incredibly helpful.

## ACTIONABLE TIPS

- ***Don't Ghost After the Estimate:*** You've got their attention; now make it count. Dropping off the radar post-estimate is like leaving a job half done.
- ***Follow-Up Strategy:*** Aim for a soft check-in a few days post-estimate, then another a week later. It's about finding the sweet spot between being eager and respectful of their space.
- ***Track Their Vibes:*** If they're playing the "maybe later" card, jot it down and plan to reach back out. It shows you're attentive and patient.
- ***Friendly Follow-Up:*** This isn't about being pushy. It's about providing the helpful nudge they need to make a decision. Most folks appreciate the check-in.
- ***Boost Your Success Rate:*** Regular, thoughtful follow-ups can transform those tentative estimates into solid jobs, making all your initial efforts worthwhile.
- ***Leverage Tech Tools:*** A CRM and a calendar are your best friends here. They'll help you stay organized and ensure no potential customer slips through the cracks.
- ***Pre-Made Messages:*** Having a set of go-to messages for follow-ups can be a lifesaver for your time. They help keep your communication consistent and cut down on prep time.

Turning estimates into jobs is about keeping that line of communication open and showing your potential customers that you're here to help, not hassle.

With a solid follow-up plan, you're not just shooting in the dark; you're strategically building bridges that lead to more business.

# CHAPTER THIRTEEN

## HOOKING CLIENTS ON REPEAT

Navigating the world of hauling junk, you might wonder how you can keep customers coming back when most of the time, they call you up for a one-off job. The differentiator for us? Getting cozy with contractors and becoming their number one choice for dumpster rentals or clean-up job after job. It's all about those relationships – making sure we're the first company they think of every time they start a new project.

Typically, you'd expect recurring services to be stuff that needs doing all the time, like your weekly trash pickup. Junk removal doesn't exactly fit the bill since it's more of an "as-needed" deal, making that steady stream of income a bit trickier to nail down. But, let's not throw in the towel just yet. There's always room to get creative and find those consistent opportunities.

The trick lies in thinking outside the dumpster. Maybe there's a way to offer scheduled decluttering for businesses or seasonal yard clean-ups for homeowners. It's about finding that sweet spot – a service your clients need over and over, even if it's not as often as the weekly recycling run.

## ACTIONABLE TIPS

- **Build Lasting Bonds:** *Make sure you're unforgettable to those contractors. You want to be the first name they think of every time they need a dumpster.*
- **Innovate Your Service:** *Just because junk removal doesn't traditionally fit into a neat, recurring schedule, doesn't mean there isn't potential. Think about what services customers might need on repeat.*
- **Offer Custom Recurring Services:** *Maybe it's quarterly clean-ups for businesses or annual spring cleaning packages for homeowners. Tailor your services to fit what your clients are looking for.*
- **Keep Your Clients Close:** *Focus on making those connections iron-clad. Happy clients are repeat clients.*
- **Creative Service Packs:** *Whip up some service packages that offer value and convenience, making it a no-brainer for your clients to keep coming back.*

Getting a grip on recurring services in a field like junk removal might seem like a tough nut to crack, but with a bit of creativity and a strong focus on building lasting relationships, you can create a repeat business model that keeps the cash flowing and your clients satisfied.

Remember, it's not just about the one-off jobs; it's about becoming an indispensable part of your clients' routine.

# **SECTION THREE**

## **OPERATIONS AND EFFICIENCY IMPROVEMENT**

# CHAPTER FOURTEEN

## SMARTER ROUTES, BIGGER SAVINGS

Let's talk logistics and how smart planning each day can seriously boost your bottom line. You know, sending a driver out isn't cheap. I crunched the numbers once and realized it costs us about \$50 per trip when you add up wages, fuel, and all that is truly involved. If you don't get smart about how you're sending people out, costs can spiral. Imagine if you could save just a few hundred bucks daily by being clever with routes... over a year, that's huge. It's all about digging into those numbers and spotting where you can cut back without cutting corners.

For instance, in our dumpster rental division, we keep things flexible with pickup and drop-off times. This lets our admin team pack the schedule tightly and map out the days perfectly for our drivers.

Ever heard about UPS's well-researched right turn trick? They mostly hang right to save time and fuel, avoid accidents, and cut emissions. Small changes like that can lead to big savings.

We did something a bit out of the box early on – we went all in on 20 yd.<sup>3</sup> dumpsters only, over a hundred of them. No messing around with different sizes meant no mid-day yard trips to swap out, and no mix-ups on sizes requested. Plus, telling customers they get a 20 yd.<sup>3</sup> no

matter what actually helps close deals. They get more space than they might've paid for elsewhere, and we get to keep things simple and efficient. Sure, those bigger dumpsters cost more upfront, but the savings and extra sales we make from not having to deal with logistical headaches more than make up for it.

Gary Vaynerchuk once shared how the payoff from grinding now for a better future is what makes the most sense to do, and it's true. Making those tough, smart calls early on can set you up for success that others only dream about. It's about playing the long game, and sometimes, that game is only a few years long.

## ACTIONABLE TIPS

- **Efficiency is King:** *Fine-tuning your daily routes can save a ton on operational costs. Think of it as trimming the fat to keep your business lean and mean.*
- **Know Your Costs:** *Get into the nitty-gritty of what each trip actually costs you. Understanding this can reveal ways to cut back without cutting quality.*
- **Pack Your Schedule:** *Aim to stack jobs in a way that makes your routes as efficient as possible.*
- **Keep It Simple:** *Standardizing parts of your service, like using one dumpster size, can simplify logistics and reduce errors. Plus, it can unexpectedly boost sales.*
- **Educate Your Customers:** *Let them in on why you do things the way you do. It can turn a logistical choice into a selling point.*
- **Long-Term Mindset:** *Sometimes, you've got to make choices that might seem like a sacrifice now, but will set you up for big wins down the line.*

Playing smart with logistics isn't just about saving a few bucks here and there; it's about setting a foundation for growth and efficiency that pays dividends well into the future.

# CHAPTER FIFTEEN

## TECH IT UP FOR BUSINESS SUCCESS

Diving into tech for your business might make you feel like you're prepping for a mission to Mars. But really, it's about making your day-to-day smoother, saving cash, and increasing your earnings. Imagine your business like a sleek sports car; technology is what tunes it up to win races.

First off, tech's efficiency is a must-have when it comes to the grind of daily tasks. Scheduling, keeping an eye on your inventory, and handling payments can all run on autopilot with the right tools. It's like having a virtual assistant who doesn't take breaks. This not only speeds things up, but also keeps human errors to a minimum, meaning fewer headaches for you and smoother service for your customers.

Then there's the magic of Customer Relationship Management (CRM) systems. This tech can keep track of every chat, email, and call with your customers, giving you the scoop on what they love (or don't). With this intel, you can tailor your services, making each customer feel like a VIP.

On the money side, tech tools are also like having a financial detective on your team. They sniff out where you're leaking cash, whether that's too much of your

stock sitting dormant or too many hands on deck when you don't need them. Plugging these leaks means more money in the bank for investment into the business or to pay for your personal life.

What's more, technology gives you a bird's-eye view of the battlefield. You get to see the trends, understand your customers better, and see how your business is really doing. It's like having a crystal ball guiding you to make smart moves rather than shooting in the dark.

So, why gear your business up with technology? It's really not just about *keeping up with the Joneses*. It's about making your operations more efficient, adding more value to your customer service, and keeping your costs lower. Plus, it opens doors to new opportunities and keeps you ahead of the curve. In the digital age, not embracing technology is like trying to paddle a canoe in a speedboat race – you might eventually get there, but everyone else will be long gone.

### **ACTIONABLE TIPS**

- **Go Auto:** Automate the mundane tasks. Let tech take the wheel on scheduling, inventory, payments, and anything else possible.
- **Get Personal with CRM:** Use a CRM to make every customer feel like the only customer. Tailored experiences lead to happier, more loyal customers.
- **Trim the Fat:** Use digital tools to spot and trim down unnecessary costs. More efficiency equals more profits.
- **Data is Your North Star:** Embrace technology to get insights on trends and performance. Make decisions based on what the data tells you, not just gut feelings.

- **Stay Ahead:** *Use tech to not just catch up, but to leap ahead. Innovate, improve, and lead in your market.*

Using the right technology in your business is like giving it a superpower. It's about doing more, doing it better, and doing it with less.

# CHAPTER SIXTEEN

## SUPERCHARGING YOUR TEAM'S PERFORMANCE

Alright, let's talk about turbocharging your hauling business by focusing on your crew. It's no secret that the muscle behind your service—your employees—plays a huge part in increasing those profits. Here's the lowdown on making sure your team is as efficient and effective as can be.

First off, training is key. It's not just about teaching your team how to lift heavy stuff without throwing out their backs. It's about sharpening their skills to spot upselling opportunities and delivering top-notch customer service every time. This way, they're not just hauling junk or delivering dumpsters; they're boosting your revenue and making customers smile.

Next up, let's talk about a smarter way to get from point A to B. Tight scheduling and smart route planning means your team can hit more jobs without burning out or guzzling gas like there's no tomorrow. More jobs completed equals more cash in the bank, without pushing your crew too hard or wasting resources.

Here's a golden tip: incentivize your team. When your employees know they'll get a pat on the back (or better yet, some extra cash) for upselling or making customers happy, they'll be more inclined to go that extra mile. It's

a win-win-win. They feel good, your customers are happy, and your revenue gets a nice bump.

Don't forget to let your team throw in their two cents, too. Sometimes, the best ideas for cutting costs or finding new opportunities come from the workers on the front line. Encourage them to share their insights, and you might find some gems that can make your business even better.

And here's something you definitely don't want to overlook: keeping your team around. High turnover can be a real drain, both money and morale-wise. Creating a work environment that makes your employees feel appreciated, with fair pay, solid benefits, and opportunities to grow, is so important. When you create a team that is happy and wants to stick with you, you'll be able to spend less on hiring and training newbies, and more time growing your business.

### **ACTIONABLE TIPS**

- ***Train Smart:*** Invest in teaching your team not just the how-to's of junk removal, but also the art of upselling and providing exceptional service.
- ***Plan Smarter Routes:*** Nail down the most efficient ways to get the job done, saving time and fuel, and squeezing in more jobs per day.
- ***Incentives Are Everything:*** Set up rewards for upselling great customer experiences to motivate your team to go above and beyond.
- ***Listen Up:*** Encourage your team to share their ideas for improvements. You never know where the next big idea will come from.

- **Keep Your Crew Happy:** *Focus on retention by building a workplace where people feel valued, supported, and have room to grow.*

By putting these strategies into play, you're not just making your business run more smoothly; you're building a stronger, more profitable operation with a team that's geared up to face whatever comes their way.

A happy team means happy customers, and happy customers mean a flourishing profitable business.

# CHAPTER SEVENTEEN

## TALK IT OUT WITH SUPPLIERS

Ever think about how chatting with your suppliers could save your business some serious cash? Especially when you're dealing with big expenses like dump fees, which can really eat into your profits. So, imagine you could lower these fees just by having a convo. Sounds pretty good, right?

Here's the deal: negotiating better rates for stuff like tipping fees at transfer stations can make a big difference. And you might think, "*Ah, but that's a game for the big players.*" Not true. Even the smaller businesses can get in on this action. The trick is to talk with private transfer stations (the public ones have their rates set in stone), and just ask for a meeting. Lay it all out there—what your business is about and how the high costs are affecting you.

I've been down this road myself. A few years back, our usual dumping spot was being renovated, so we had to switch to a pricier, private station. We were just a small operation at the time, only three trucks and a dozen dumpsters, but I figured it was worth a shot to talk rates. And guess what? By showing them we were serious about bringing all our business their way, we managed to drop our per ton rate from a whopping \$125 to \$90! That's a 28% discount, which is not small potatoes. It meant we

could reinvest those savings back into growing our business, and that's exactly what we did.

This whole thing taught me a big lesson: being proactive pays off. If you're in a similar boat, remember that these transfer stations are all about the volume. They want your waste, especially if they're new on the scene and looking to build up their clientele. So showing up, presenting your case, and expressing your commitment to working with them can open the door to some sweet deals.

### **ACTIONABLE TIPS**

- **Spot Your Big Money Drains:** *Keep an eye on the big-ticket items like dump fees. Cutting costs here can boost your profits immediately.*
- **Don't Be Shy with Suppliers:** *Whether you're a big fish or just starting out, you've got bargaining power. Use it.*
- **Start the Chat with Private Stations:** *They're more likely to play ball on rates than public ones, so pick up the phone or send that email right away.*
- **Keep It Real:** *Honesty goes a long way in these talks. Let them know where you're at and what you need.*
- **Show You Mean Business:** *Make it clear you're ready to bring all your waste their way. It's a solid move that can sway negotiations in your favor.*
- **Be the Early Bird:** *Don't wait for the perfect moment to negotiate. The sooner you start, the sooner you'll see those savings.*
- **Volume Talks:** *Remember, your waste is their business, literally. The promise of steady business is a powerful bargaining chip.*

- **Build Those Bridges:** *Good relationships with suppliers aren't just about the here and now. They're investments in the future of your business.*
- **Just Ask:** *Sometimes, all it takes to save a chunk of change is to make the ask. So go ahead, what's the worst that could happen?*

Talking down your costs can be as simple as having a straightforward conversation. So next time you're worrying over those expenses, remember that a little negotiation could go a long way.

# CHAPTER EIGHTEEN

## FROM DISCARDS TO DONATIONS: GIVING JUNK A SECOND CHANCE

Ever thought about how much stuff you haul away that could get a second life? Training your crew to spot potential donations among the junk can not only save on dump fees, but also do some good in the process. It sounds like a no-brainer, right? Well, there's a bit of a catch. While it's awesome to divert stuff from landfills and help out folks in need, you've got to watch out—you don't want the extra labor of sorting and dropping off donations to cost you more than you're actually saving on those tipping expenses.

Here's the scoop on making donations work for your business without accidentally increasing your labor costs. Keep a close eye on how the whole donation game plays out financially from the get-go. If you notice you're shelling out more in time and manpower than what you're pocketing from saved dump fees, it's time for a rethink. It's all about striking that perfect balance.

Now, let's talk about one of the tricky parts—finding a home for these donations. You'd think donation centers would be all over your gently used goods, but it turns out they can afford to be picky. With so much stuff coming their way, they only snag the best of the best items. This means you've got to have a keen eye on what can be

truly donated, figuring out what can go where, so you're not left hauling stuff back or, worse, heading to the dump after all.

## ACTIONABLE TIPS

- **Educate Your Team:** *Make sure your crew knows how to spot donation-worthy items. It's about keeping those landfill fees down and doing a bit of good, too.*
- **Weigh Your Costs:** *Keep an eye on the clock and the payroll. If sorting for donations is costing you a fortune in labor, you might need to reevaluate.*
- **Track the Savings vs. Spend:** *Regularly review if you're actually saving money with this approach, or just moving costs around.*
- **Be Flexible with Your Plan:** *If the numbers don't add up, don't be afraid to tweak your strategy or even shelf the donation idea if it's not paying off.*
- **Know Your Donation Spots:** *Get the lowdown on which donation centers are looking for what, and spread your items around to places that are happy to take what you've got.*
- **Don't Put All Your Donations in One Basket:** *Diversify where you drop off donations to increase the chances they'll be accepted.*

Donating isn't just about ditching the dump—it's a strategic move that can save you cash and boost your community reputation while you're at it.

But like any good strategy, it's got to be smart. Keep tabs on the effort versus reward front, and you could turn what's essentially trash into a treasure, for your bottom line and for others in need.

# CHAPTER NINETEEN

## THE SIDE HUSTLE OF SELLING JUNK

Selling the stuff you haul away for a bit of extra cash is like hitting two birds with one stone—you're already getting paid to remove it, so why not see if you can also fetch some extra cash while you're at it? But before you dive into visions of becoming a secondhand market millionaire, there are a few things to keep in mind.

First off, not everything you pick up is going to be worth selling. It takes a good eye to spot the hidden gems among the junk. Once you've got a collection of potential winners, you gotta deal with the fine details: cleaning them up, snapping some decent pics, and getting them listed online. Facebook Marketplace is pretty much your go-to option here. It's like a digital garage sale—local, easy to use, and surprisingly effective.

But here's the kicker: you need to watch the clock. Sure, flipping a chair you got for free into a crisp \$20 bill feels great, but if you're sinking hours into the process, you've got to ask yourself if it's really worth it. Your main gig is hauling, not refurbishing and selling. The trick is to keep this side hustle from gobbling up the time and energy you should actually be spending on growing your main business.

As things pick up, you might be tempted to bring in some help to manage the extra load, including the selling part.

That's a great idea and all, but remember, more hands mean more mouths to feed. You want to make sure that every dollar you bring in from selling stuff covers the new expenses and then some. From what I've seen, pulling in about \$1,000 to \$2,000 a month from your resale efforts is about the top of your gross revenue expectation. It's a nice boost without stretching your resources too thin.

## ACTIONABLE TIPS

- **Spot the Keepers:** Learn to quickly identify items that have resale value amidst the junk you collect.
- **Get Friendly with Facebook Marketplace:** It's a great platform for flipping items locally. Just make sure what you're selling is cleaned up and priced right.
- **Time is Money:** Keep an eye on how much time you're spending on this side hustle. The goal is extra cash, not a second full-time job.
- **Keep Your Eye on the Ball:** Your main business should always come first. Don't let the thrill of a few sales distract you from your primary source of income.
- **Scale Smartly:** If you decide to hire help to manage the resale side of things, ensure the numbers still add up. More help should mean more profit, not just more sales.
- **Profit Over Revenue:** It's not just about making sales; it's about ensuring those sales contribute positively to your bottom line.
- **Find Your Resale Rhythm:** Aim for a monthly goal that boosts your income without overcomplicating your operations.
- **Watch Those Margins:** As your business grows, keep a tight rein on your profit margins. Growing too fast or too carelessly can put a strain on your finances.

Flipping the occasional find can be a smart move, but it's all about balance. Keep these tips in mind, and who knows? That junk you've been hauling away could turn into a little gold mine on the side.

# CHAPTER TWENTY

## SCRAP METAL: TURNING RUST INTO REVENUE

So, diving into the world of scrap metal might not sound like everyone's cup of tea, but hear me out—it's literally metal money. When you're out there hauling away all sorts of stuff, you're bound to come across some metal. Setting it aside instead of dumping it with everything else can add to your cash flow. Imagine this: by simply stacking up those bits and pieces of metal over time, you could end up with a few extra hundred bucks in your pocket. Not too shabby for something that was going to the scrap heap, right?

In our junk removal division, we got into the habit of keeping a special dumpster back at the warehouse just for scrap metal. When it gets filled up, we haul it over to the scrap yard, and we get a bit of extra dough. We've used it for team lunches, but you could use that money for pretty much anything that helps the business.

But at the risk of sounding like a broken record here, you have got to keep your eye on the clock. Sorting out scrap metal shouldn't turn into a full-time job of its own. If it starts eating into the time you ought to be spending on your main business or creates unnecessary complications (like making you go out of your way to drop off a tiny pile of metal), you might want to rethink the strategy. The goal is to keep your main operation running smoothly while earning some extra cash on the side. It

just needs to be seamless.

And here's a pro tip, if you can tell the difference between ferrous metals (the ones with iron) and nonferrous metals (like aluminum, brass, and copper), you could be sitting on a mini gold mine there too. Scrap yards pay more for separated metals than they do for a mixed pile. So, if you know your metals, taking the time to quickly sort them could really pay off.

### ACTIONABLE TIPS

- **Spot and Separate:** *Keep an eye out for scrap metal during your pickups and set it aside.*
- **Designate a Spot:** *Have a specific place or dumpster for collecting scrap. It keeps things organized and makes it easier to haul it off when it's time.*
- **Sell When It's Worth It:** *Don't rush to the scrap yard with every little piece. Wait until you've got a full load to make the trip worthwhile.*
- **Efficiency is Key:** *Make sure sorting scrap doesn't slow down the rest of your business. It's a side hustle, not the main event.*
- **Smart Routing:** *Don't go out of your way for scrap runs unless it makes financial sense. Your main routes and services come first.*
- **Metal Knowledge Pays:** *Knowing your metals can bump up the price you get at the scrap yard. Separated loads are worth more than mixed ones.*
- **Balance Your Efforts:** *Integrating scrap metal sales should help your business, not bog it down. Keep it profitable without letting it take over.*

In a nutshell, selling scrap metal is like turning lemons

into lemonade. With a little know-how and some savvy sorting, you can make your junk hauling business even more profitable. Just remember to keep it efficient, and don't let it distract you from your main hustle.

# CHAPTER TWENTY ONE

## SECURING STEADY SUCCESS: MASTERING RECURRING SERVICES

Picture having a steady stream of work coming in, not from a one-and-done job, but from clients who need you over and over again. That's the sweet spot we're aiming for when we talk about recurring revenue.

First off, think about who constantly needs stuff hauled away or requires dumpsters on a regular basis.

Contractors and property managers are first to come to mind here. These companies are always in the midst of renovations, cleanouts, or big projects that generate a ton of waste. They need reliable, hassle-free solutions, and that's where you come in.

Now, the real magic happens when you can lock in these relationships with service agreements. This isn't about handing them a standard contract; this is about sitting down with them, understanding their specific needs, and tailoring your services so specifically around those needs that they can't imagine working with anyone else.

Tapping into the needs of contractors and property managers opens the door to a consistent workload. It's all about becoming an indispensable part of their operation. Show them the value you bring—not just in hauling junk or providing dumpsters, but in being a partner who gets their challenges and has crafted

solutions just for them. When you present your service as a custom-fit solution, it's not just another expense for them; it's a vital component of their success.

Here's a tip: keep the lines of communication open and make your service as seamless as possible. Offer them reports, if applicable, on the waste managed, or provide insights into more efficient waste handling. The easier you make their job, the more indispensable your service becomes.

And remember, these service agreements should be living documents. As their needs evolve, so should your service. This approach not only ensures their continued satisfaction but also solidifies your role as a key player in their ongoing projects.

In short, targeting recurring service agreements with contractors and property managers can transform the stability and predictability of your workload. By understanding their needs and offering customized, flexible solutions, you can secure a continuous stream of business. This strategy not only boosts your bottom line but also positions you as a leader in the hauling industry.

### **ACTIONABLE TIPS**

- **Identify Potential Long-Term Clients:** *Start with your current client list. Who's called you more than once? Reach out to local contractors and property managers. Introduce your services, emphasizing reliability and ease of use.*
- **Offer Irresistible Value:** *Think beyond just hauling away junk. Can you offer on-call services, priority scheduling,*

- *or discounted rates for long-term agreements? Make your service so valuable that it becomes an integral part of their operations.*
- **Customize Your Approach:** *When you meet with potential long-term clients, listen more than you talk. Find out their pain points. Do they need flexible scheduling? Quicker pickups? Tailor your services to solve their specific problems.*
- **Simplify Their Life:** *Your goal is to make their job easier. Offer online scheduling, detailed invoicing, and responsive customer service. Be the least of their worries.*
- **Follow Up and Adjust:** *After you've landed the agreement, check in regularly. Are they happy with the service? Do they need adjustments? This not only shows that you care, but also allows you to tweak the services to keep offering incredible value.*
- **Leverage Testimonials:** *Once you've got a few happy contractors or property managers, ask for testimonials. Nothing sells your service better than word-of-mouth from satisfied long-term clients.*
- **Keep Innovating:** *The world of junk removal and dumpster rental is always evolving. Stay on top of trends and new needs that your long-term clients might have. Being proactive in offering new solutions can solidify your place as their go-to service provider.*

The beauty of setting up recurring services is the predictability it brings to your business. Not only does it stabilize your income, but it also allows you to optimize your operations around these steady clients. Plus, having a base of regular clients can act as a springboard for attracting more business through referrals and

testimonials.

Dive in, get to know your clients, and tailor your services to become indispensable.

# CONCLUSION

## CRACKING THE CODE TO A PROSPEROUS BUSINESS

Wrapping up this entrepreneurial and profit enhancement journey, we've navigated through a maze of strategies and insights tailored for the junk removal and dumpster rental business (and honestly, any service business looking to step up their game). Each chapter, each strategy we've dissected, was like a puzzle piece; crucial in painting the bigger picture of financial health, industry awareness, and strategic agility.

Jumping into this, remember it's all about being proactive, willing to test the waters with new approaches, and tweaking things as you go. What we're aiming for is a business with a model robust enough to take on whatever curveballs the market throws your way.

As we've journeyed from the nuts and bolts of net profit versus revenue, ventured into the nitty-gritty of smart advertising, fostered partnerships that pack a punch, and amped up team efficiency, a clear message has emerged: Success in this industry isn't about how much junk you can haul in a day. It's about navigating through business hurdles with finesse, grabbing growth opportunities by the horns, and constantly pushing to do better.

Transitioning through these sections wasn't just about hopping from one topic to another. It was about gradually layering on knowledge and strategies, giving

you a solid foundation to stand on. Reaching the end, you've got a complete game plan for running a business that's efficient, profitable, and impactful.

To close things out, let's circle back to where we started—firing up your venture requires sharp strategic thinking, the flexibility to pivot when necessary, and a drive to excel that keeps you pushing forward. The wisdom packed in these pages, from fine-tuning your ad strategies to building an unstoppable team, sets the stage for you to carve out your niche in the industry.

To reiterate, I want you to view this book not just as merely a toolkit, but as a spark of motivation. Yes, the road to triumph is littered with challenges; but armed with the right mindset and strategies, those hurdles transform into the milestones of your success saga. Dive into efficiency, stellar customer service, and innovation headfirst. Commit to polishing your operations, connecting with your community, and delivering unmatched value that sets you leagues apart from the competition.

Remember, as the junk removal and dumpster rental landscape keeps evolving, it's your knack for adaptation, growth, and ethical leadership that will crown you a success.

Let the lessons and stories shared here illuminate your entrepreneurial path. Here's to constructing a venture that doesn't just flourish, but also positively shapes the environment and communities you touch.

*P.S. Remember that our conversation doesn't have to end here. Should you have any questions, seek further insights, or simply wish to discuss your thoughts and ideas, please feel free to reach out to me directly at [Justin@HaulingHubb.com](mailto:Justin@HaulingHubb.com) or [@TheJustinHubbard](https://www.instagram.com/TheJustinHubbard) on Instagram.*

*Your path to discovery and growth is ongoing, and I am here to support you every step of the way. Let's continue the dialogue, and together, unlock even greater potential.*

# ABOUT THE AUTHOR

Justin Hubbard is not just an entrepreneur, he's a forward-thinker who has significantly impacted the hauling industry, creating a remarkable enterprise that serves as an inspiration for small businesses. His journey from the inception of *Hubbard Business Solutions* in 2012, to the formidable establishment of the *Grizzly Junk Pros* in 2014 and invention of *The Grizzly Bag*, showcases his unwavering commitment to hard work, innovation, and excellence.

Justin has spent the last decade launching and nurturing businesses that embody his dedication to exemplary service, community support, and environmental stewardship. As of April, 2024, *Grizzly Junk Pros*, his flagship venture, has impressively served over 14,000 customers, with a robust fleet that includes the purchasing of 8 trucks and more than 100 dumpsters, achieving over 6,000 bookings annually and setting new standards in the junk removal and dumpster service industry.

Throughout the years, Justin has also strategically expanded his business empire by acquiring two hauling companies, demonstrating his ability to identify and seize growth opportunities. These acquisitions have not only expanded his market presence, but have also enriched his company's capabilities and service offerings.

In 2016, Justin ventured into the gutter cleaning market with the *Gutter Pros*, witnessing significant growth that culminated in a notable acquisition deal in 2019. That same year marked the launch of *New Life Warehouse*, a project aimed at reducing landfill waste through the repurposing of quality items, showcasing his commitment to sustainability.

In 2021, he founded *Equine Endeavors*, blending his passion for horses with his entrepreneurial acumen. He also launched the free online platform *HaulingHubb.com* for hauling professionals, fostering a sense of community and collective wisdom to aid others in the industry in overcoming challenges and scaling their operations.

Beyond his business ventures, Justin is actively involved in philanthropy as the CFO and a founding board member of *Hope in Harmony, Inc*, a nonprofit that uses music to support underprivileged youth. His personal life is equally fulfilling, shared with his wife at their lakefront home in Stamford, CT, where they enjoy simple pleasures and eagerly anticipate the arrival of their third child.

Justin's story is a testament to relentless dedication, strategic thinking, and a vision that uplifts an entire industry. Through the *Hauling Hubb*, he aims to empower other small businesses with free educational resources, an open online forum, and tailored coaching/consulting services, underscoring his commitment to revolutionizing the hauling industry.

Join Justin and the vibrant community he has built to discover how the *Hauling Hubb* can transform your

business dreams into reality, offering endless possibilities for growth, efficiency, and success. Follow on Instagram *@HaulingHubb* & *@TheJustinHubbard* to stay connected.



**JUSTIN HUBBARD**