








101 Ways to Build and Grow Your Radon Business

IN 18.5 MINUTES!

Presented By Ben Miller

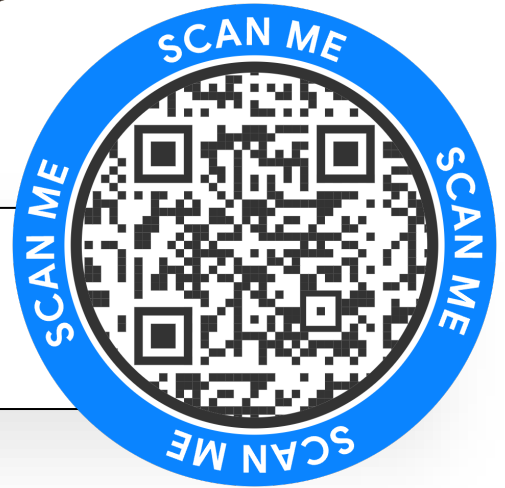
BEN MILLER

SERVICE BOOSTER

-  Building Business Websites Since 1997
-  We Specialize in Radon / Vapor Marketing
-  Host The Radon Pros Network Podcast
-  IEA (AARST) MEMBER
-  Previously Licensed Radon Tester in Illinois
-  Husband & Father of 3 Kids
-  Pizza Enthusiast



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BOOST YOUR BUSINESS!



Client Interactions

Education

Websites

Hiring

Marketing

Software / Digital Tools

Looking Professional

Automations

Outsourcing

Employees

Know Thyself!

Getting Reviews

Information Technology

Safety and Compliance

Money and Finances

WEBSITE TIPS

BETTER WEBSITES CREATE TRUST AND AUTHORITY

18:30



1

Your Website Should Be EASILY Navigable on Both Desktop and (especially) Mobile

2

Make Sure Your Website Loads REALLY Fast!

3

Show Real Pictures of Your Team and Installations (not stock photos)

4

Create a “Meet The Team” Section with Bios of Your Team Members

5

Create CLEAR Call-To-Actions

6

Create a Blog with Updates About Installs

7

Add Customer Reviews!

8

Add Licensing Badges for Increased Trust and Authority

9

Connect Your Website to Your CRM for Faster Lead Generation Processing

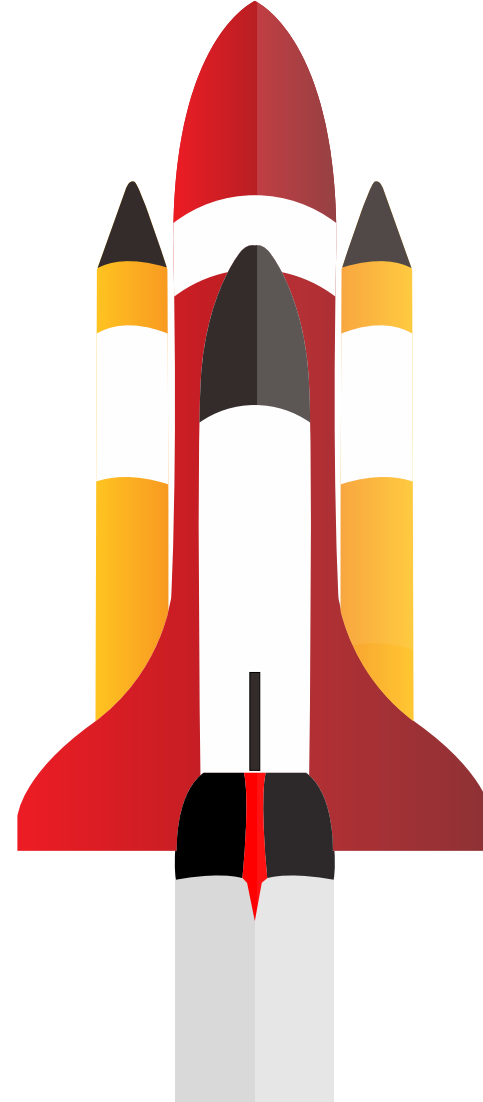
10

Add a Section to Quickly Explain What Radon is and How it's Tested/Mitigated

HIRING TIPS

ATTRACT AND HIRE A GREAT TEAM

15:39



1

START HIRING BEFORE YOU NEED SOMEONE!

2

Give Applicants Homework

3

PAY for Online Job-Seeking Websites

4

Use Chat GPT to Create Great Help-Wanted Posts

5

Give Referral Bonuses to People in Your Network or Employees for Referrals

6

Ask Problem-Solving Questions During the Hiring Process

7

Have Applicants Interview with Multiple People on Your Team, (Including the Team They Would Be On)

8

Will They Be Using Technology? Test Their Abilities

9

Hire Slow, Fire Quick

10

Hire for Culture. (Your team will spend more time together than they will with their friends and family.)

EDUCATION TIPS

GIVE YOUR BRAIN A DAILY WORKOUT

14:35



1

Read Books! Like:

Profit First, Selling The Invisible, Built To Sell, The E-Myth Revisited, Hug Your Haters, Good To Great, Buy Back Your Time, Purple Cow, Start With Why

2

Listen to Podcasts

3

Join Webinars

4

Attend Regional IEA (AARST) Meetings

5

Join Business Mastermind Groups

6

Going on Vacation?

Take a day and tour another Radon Pro's Shop or do a ride (and help) along.

7

Take Advanced Certification Courses

8

Hire a Business Mentor or Join a Coaching Program

9

Learn and Practice Sales Psychology

10

Participate in Training on Software/ Tools



A.I. TIPS

LET ROBOTS HELP YOU OUT BEFORE THEY TAKE OVER THE WORLD

13:08



1

Use ChatGPT to Practice Sales

2

Writing Emails (Grammarly)

3

Set up an AI Phone Agent

4

Use AI to Summarize New
Radon / Vapor Barrier
Research.

5

Use AI to Help Write Content
for Your Website*

6

Set Up an AI Web Chatbot

7

Use AI to Create Training Tools
for Your Team

8

Analyze Cost Per Job, Close
Rates by Lead Sources,
Spending, etc.

9

Use AI to Predict Trends in
Lead Volume Seasonally

10

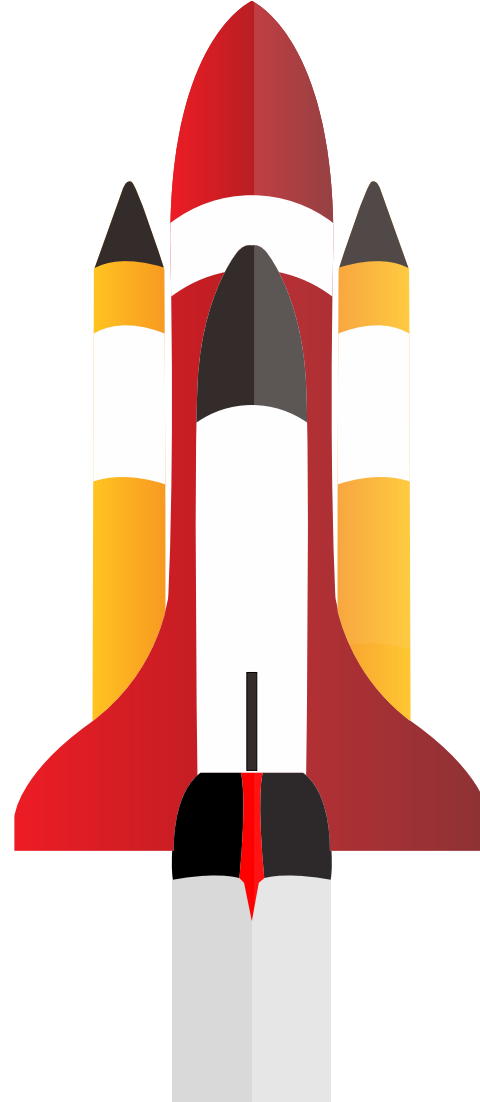
Analyze Competitors and Other
Market Research



SOFTWARE

FREE UP YOUR TIME WITH TOOLS BUILT FOR BUSINESS

12:15



1

Sketching / Building Quotes

2

Use Proposal Software

3

Use Loom and Scribe to Create Training for Employees

4

Use a Password Manager

5

Run Your Leads Through a Great CRM

6

Use Automations to Send “Thank You” Emails After Jobs

7

Create Educational Drip Campaigns for Real Estate Agents

8

Automate Referral Requests After Job Completion

9

Send Out Job Reminders to Clients before the Job

10

Track Your Search Engine and Local Heat Map Rankings

EMPLOYEE APPRECIATION

YOUR BUSINESS COULDN'T SURVIVE WITHOUT THEM, SO ACT LIKE IT

10:12



1

Celebrate Employees (Birthdays, Anniversaries (work and personal)) publicly

2

Provide a clear growth path for your team

3

Do Quarterly Check-ins (not just annual reviews)

4

Create a Company Profit Sharing Plan and Ask for Profit-Generating Ideas From Your Team.

5

Have FUN team meetings. (bring food)

6

Pay More for Harder Jobs (crawlspaces, etc)

7

Offer Benefits Like Health & Dental Insurance, Paid Time Off

8

Respect Their Evenings and Weekends

9

Create Family Friendly Perks: (i.e., "Kid's Event Passes" So They Don't Miss a Ball Game)

10

Make Sure Tools and Equipment WORK.



OUTSOURCE

RIGHT NOW, SOMEONE COULD BE TAKING NOTES FOR YOU

09:14



1

Bookkeeping

2

Calls

3

Emails

4

Website Design

5

Hire a Professional Grant Writer if
You're Targeting Schools/State
Projects.

6

Pay-Per-Click Marketing

7

Invoicing and Collections

8

Data Entry and CRM Cleanup

9

Safety Training and OSHA
Compliance

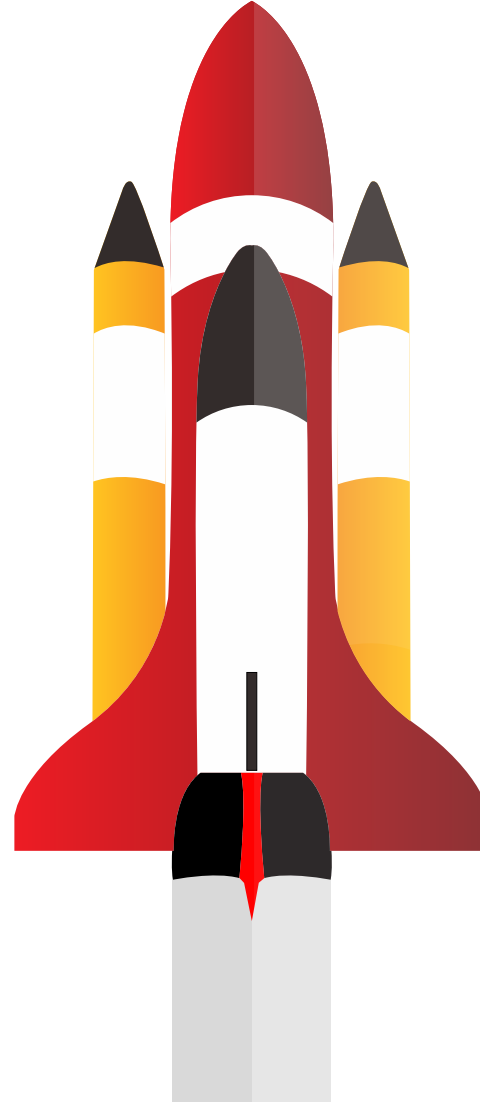
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Larger Jobs - Work with Another
Company to Get the Job!

GET MORE REVIEWS

PEOPLE LOVE YOU RIGHT? THEN WHY WON'T THEY TELL THE WORLD ABOUT YOU?

07:52



1 Leave Behinds

2 Ask Before The Job Starts!

3 Explain the importance of review

4 Send a follow up email

5 Use NFC card

6 Go Through Your Contact List – Real Estate Agents / Other Contractors You've Worked With

7 Remind During Follow-Up Appointments (warranty or service calls)

8 Train your Team To Ask!

9 Text Message for Review

10 Chain Yourself To Their Staircase Banister and Refuse to Leave Until They Leave A Review

MARKETING 101

SOME OF THESE IDEAS REALLY WORK, SOME DON'T. YOUR MILEAGE MAY VARY

06:36



1

Update Your Facebook (Business & Personal)

2

Do a “Ted Talk” for Real Estate Agents

3

Send Mailers to Neighborhoods

4

Take Real Estate Agents Out to Lunch

5

Join Networking Groups to Swap Referrals

6

Focus on Local SEO

7

Start PAYING for Google Ads (or other Pay-Per-Click). It WORKS!

8

Optimize your Google Business Profile

9

Seek out Partnerships with Real Estate Agents and Other Contractors

10

Sponsor Local Events / Clubs / Teams

CLIENT INTERACTIONS

MAYBE YOU SHOULDN'T BE THE ONE TO TALK WITH OTHER HUMANS

04:47



1

Answer the Phone with ENERGY

2

Use the Customer's Name Throughout the Call.

3

Be Transparent About the Process, Next Steps, and Follow-ups.

4

Make Sure You Ask Questions, Not Just Give Answers

5

Answer Calls/Messages FAST

6

Educate Without Overwhelming

7

Manage Expectations

8

Personalize Emails/Texts (don't just copy and paste)

9

Showcase Social Proof

10

Ask How They Got Your Info and Look for Opportunities to Connect with Friends or Neighbors

TIP # 101

04:27

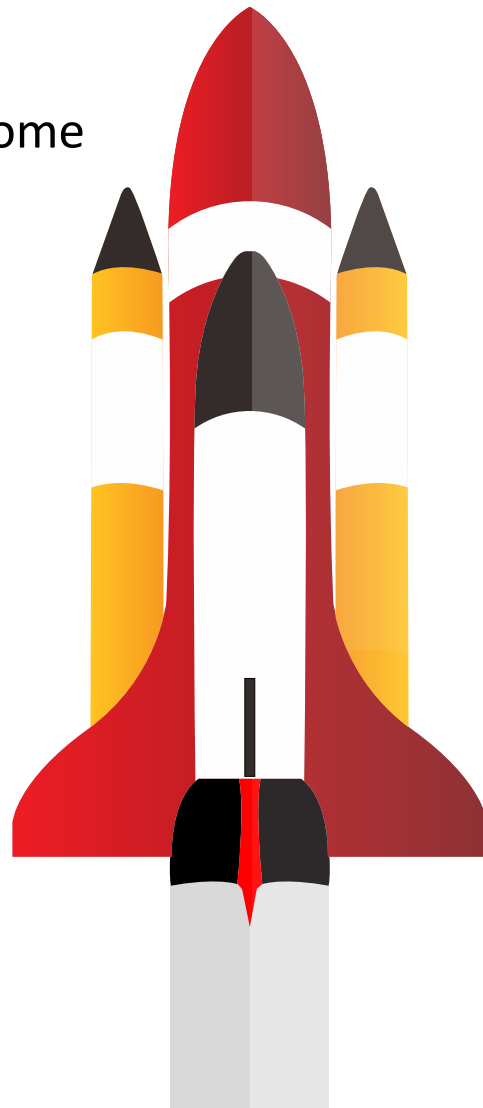


UNDER PROMISE
& OVER DELIVER

DAY OF THE JOB

WHAT YOU DO WHEN DURING THE JOB CAN MAKE A BIG DIFFERENCE IN YOUR BUSINESS GROWTH

03:03



1

Wear Booties When Inside the Home

2

Take Time To Explain How the System works (or Record Video)

3

SMILE - Remind Your Team That You Get Paid To Do What You Do. Look Like You Like Money.

4

Thank the Customer For the Opportunity To Serve

5

Place Door Hangers Around the Neighborhood

6

Get Yard Signs Printed (and use them)

7

Add Business Stickers With Your Contact Info to the System

8

Send Email When Complete (especially if the homeowners aren't home)

9

Add a QR Code To Your Pipes/Fans

10

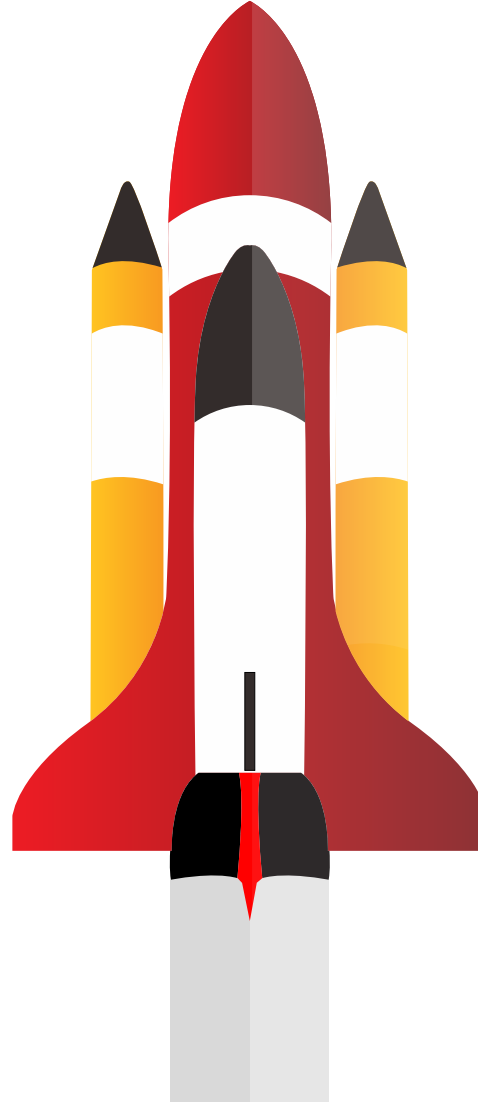
Have a Checklist to Make Sure You Didn't Forget Anything



INFORMATION TECH

IF YOU CAN DRILL A SLAB, YOU CAN CLICK A TAB!

01:49



1

Upgrade Your Phone System

2

High Speed Scanner

3

Google Workspace for Email and Backups

4

Link Quickbooks / Xero to Bank

5

Record Phone Calls for Quality Assurance and Training (and bonus CYA Insurance!)

6

Use Slack or Teams for Quick Communication (that doesn't disappear)

7

Make Sure You Have Cyber Liability Insurance!!

8

Backup Data Off-Site or in the Cloud

9

Install Cyber Security Tools/Software on ALL Devices

10

Use Digital Forms for E-Signatures



LOOK THE PART

ITS REALLY EXPENSIVE TO TRY TO BUY A SECOND FIRST IMPRESSION

00:54



1

Get A [Professional] Website
(Seriously, it's 2025)

2

Hire a Professional Branding
Company

3

Use Custom Domain Emails

4

Professional Answering Service
/ Message

5

Professional Looking Invoices /
Quotes

6

Wrap Vehicles with Professional
Branding

7

Look and SMELL Good.

8

Get Matching Shirts and Gear

9

Take Before & After Pictures to
Show Your Work

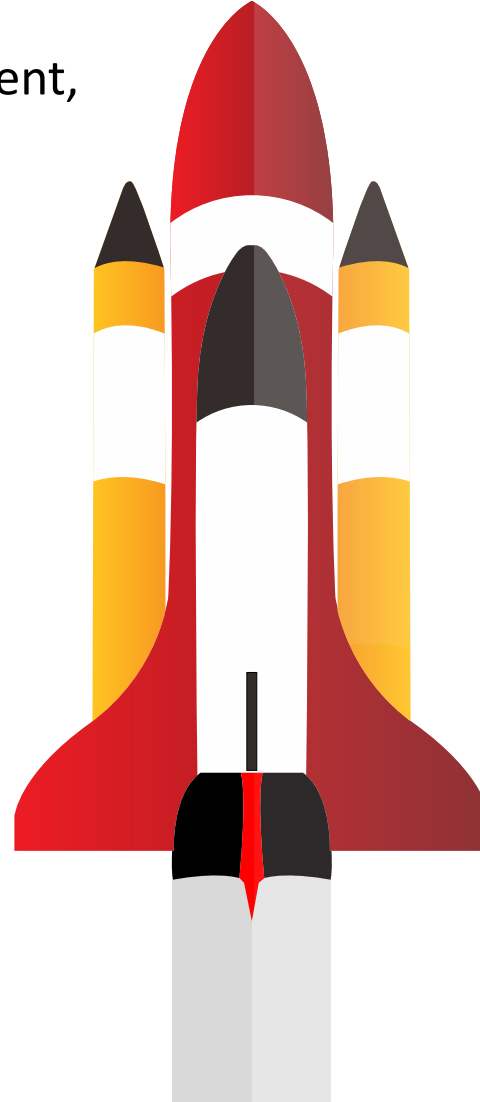
10

Have Branded Leave-Behind
Materials.

SAFETY & COMPLIANCE

PROTECT WHAT MATTERS MOST, AND DO THE RIGHT THING ALWAYS

00:20



1

Be CLEAR with Your Insurance Agent, Detailing Every Aspect of Your Business to be Fully Covered.

2

Have frequent jobsite safety huddles, especially in new situations.

3

Provide Clear Training on Ladder and Confined-Space Protocols

4

Carry a Fire Extinguisher in Your Truck/Trailers

5

The Job Foreman is Responsible for Monitoring Safety Protocols.

6

Have a Checklist For Safety and Compliance Procedures

7

Create Written SOPs for Crews

8

Inspect PPE Periodically

9

Practice Emergency Training (what do you do when.....)

10

Don't Do Work You're Not Allowed to!

MONEY & FINANCES

IT DOESN'T GROW ON TREES, SO LET'S BE DILIGENT WITH WHAT WE HAVE

00:01



1

Create a Monthly Budget & Keep 3-6 Months of Expenses in Savings

2

Fund Retirement Accounts

3

Separate Your Personal and Business Accounts

4

Open a Business Line of Credit BEFORE You Need It

5

Track Profit Per Job, Not Just Revenue

6

Review P&Ls with Your Bookkeeper / CPA

7

Buy More, Save More.
(Get Discounts on Bulk Purchases)

8

Save for Equipment Failures and Upgrades

9

Reinvest 5-10% Into Marketing

10

Invest in Professional Liability & Key-Person Insurance (Disability)



KNOW THYSELF

TAKE CARE OF YOU.... LOTS OF PEOPLE ARE COUNTING ON IT

17:06



1

Eat Better Food / Drink Water

2

Know Your Strengths and Weaknesses
(Can't spell? Don't Email. Are You Charming?
You're in Charge of Review Cultivation!)

3

Schedule Downtime
(Both Short-Term and Vacations)

4

Share Your Knowledge With
Your Team

5

Don't Forget to Occasionally
Shave and Get A Haircut

6

Treat Yo Self!

7

Spend Profits on Things that Bring
You and your family JOY.

8

Protect Your body: Knee Pads,
Eye and Ear Protection, Fall
Protection, etc.

9

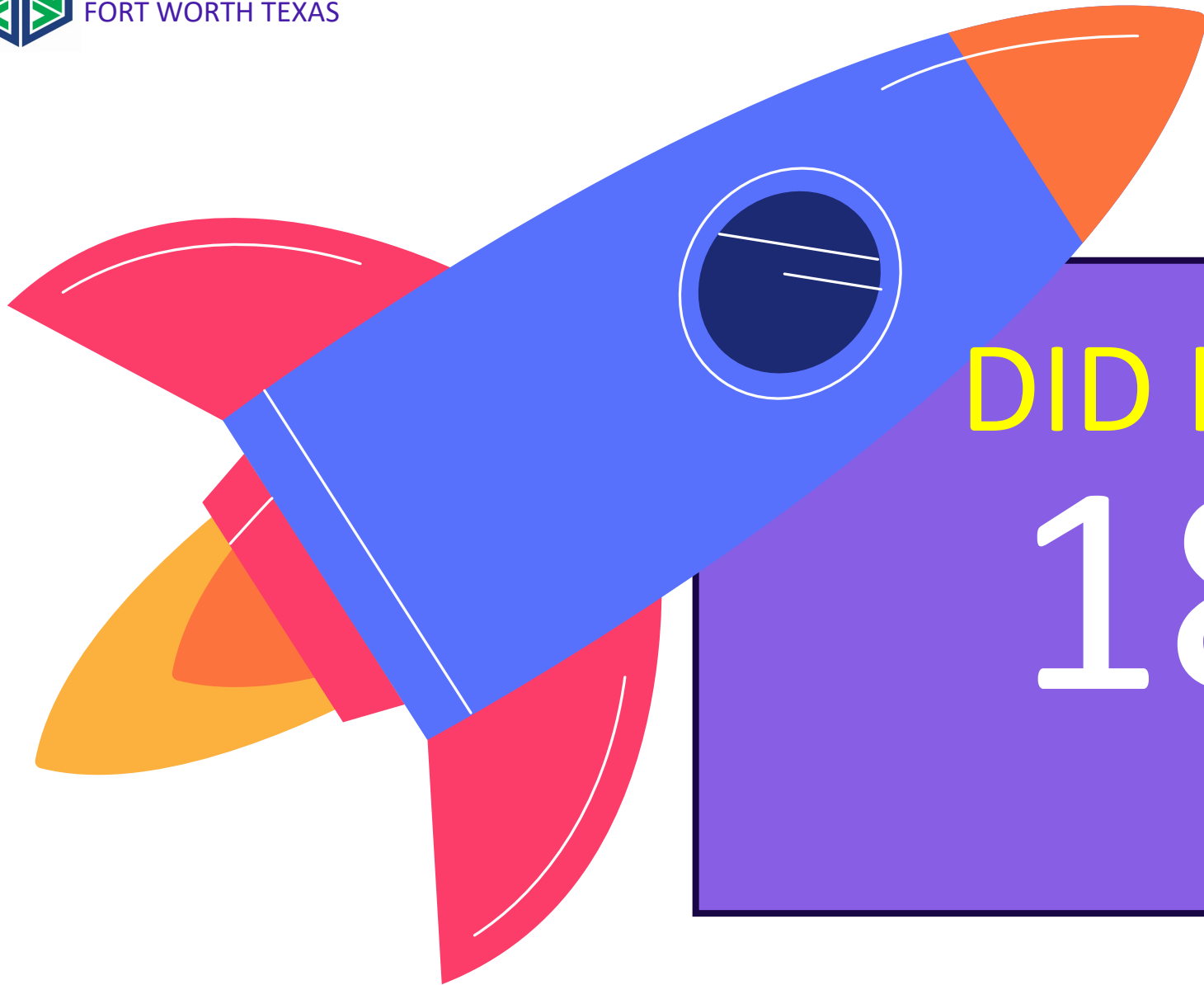
Exercise (intentionally)

10

GO TO A DOCTOR



INDOOR ENVIRONMENTS 2025
FORT WORTH TEXAS



DID I MAKE IT??

18:28



INDOOR ENVIRONMENTS 2025
FORT WORTH TEXAS

THANK YOU!

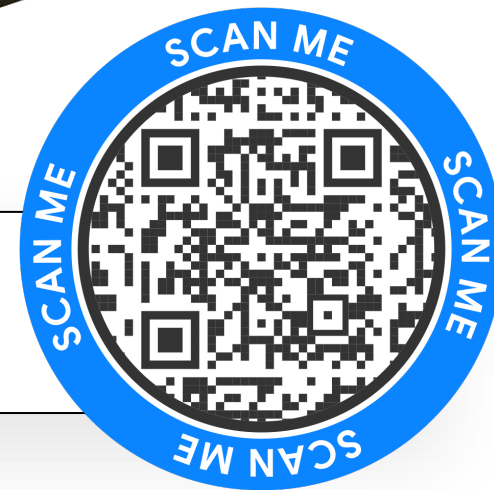
Want to go deeper on ANY of these ideas? I'd love to chat!



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Indoor Environments TM 2025 - Radon and Vapor Intrusion Symposium