

# 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



ben@servicebooster.com  
1-866-775-0750



# BOOST YOUR BUSINESS!



Client Interactions

Hiring

Software / Digital Tools

Looking Professional

Outsourcing

Getting Reviews

Safety and Compliance

Education

Marketing

Automations

Employees

Know Thyself!

Information Technology

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

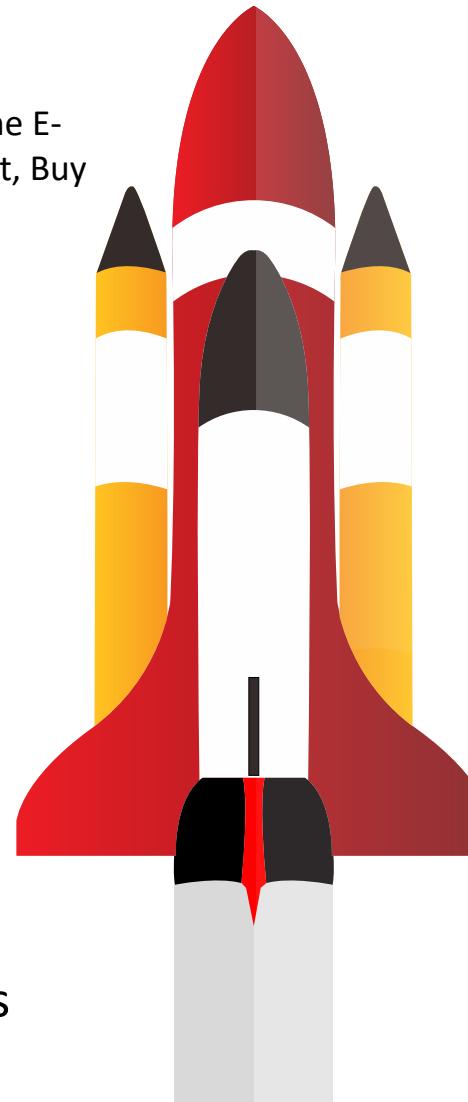


- 1 START HIRING BEFORE YOU NEED SOMEONE!
- 2 Give Applicants Homework
- 3 PAY for Online Job-Seeking Websites
- 4 Use Chat GPT to Create Great Help-Wanted Posts
- 5 Give Referral Bonuses to People in Your Network or Employees for Referrals
- 6 Ask Problem-Solving Questions During the Hiring Process
- 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

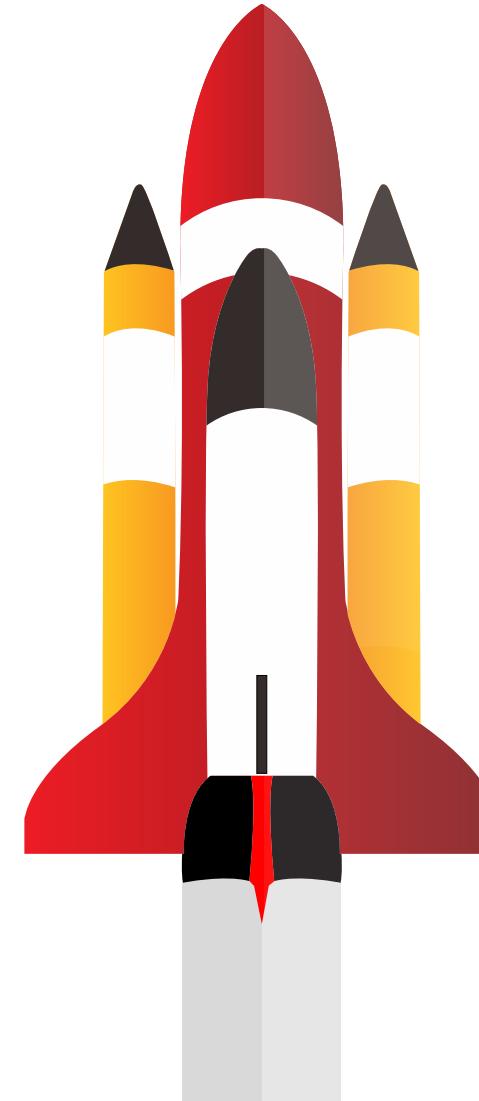


- 1 Use ChatGPT to Practice Sales
- 2 Writing Emails (Grammarly)
- 3 Set up an AI Phone Agent
- 4 Use AI to Summarize New Radon / Vapor Barrier Research.
- 5 Use AI to Help Write Content for Your Website\*
- 6 Set Up an AI Web Chatbot
- 7 Use AI to Create Training Tools for Your Team
- 8 Analyze Cost 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

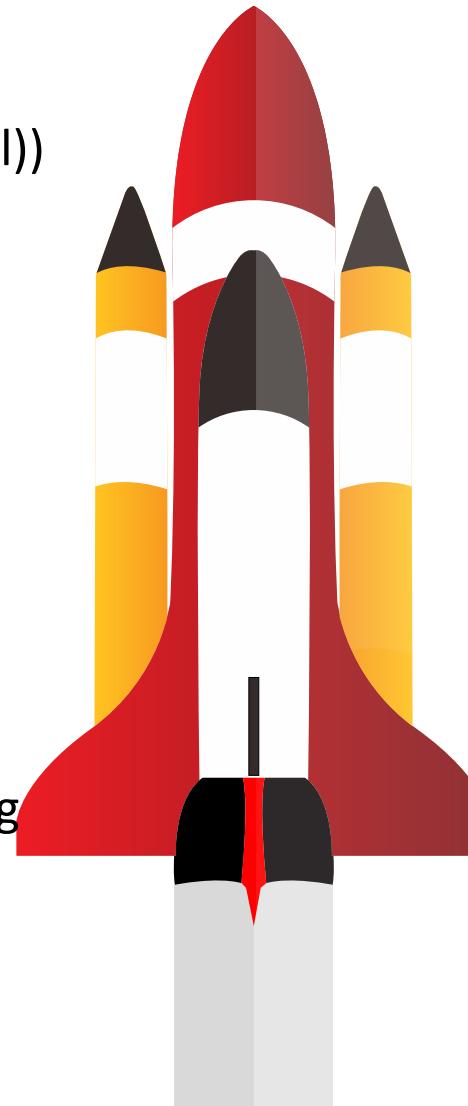


- 1 Sketching / Building Quotes
- 2 Use Proposal Software
- 3 Use Loom and Scribe to Create Training for Employees
- 4 Use a Password Manager
- 5 Run Your Leads Through a Great CRM
- 6 Use Automations to Send “Thank You” Emails After Jobs
- 7 Create Educational Drip Campaigns for Real Estate Agents
- 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	6	Pay-Per-Click Marketing
2	Calls	7	Invoicing and Collections
3	Emails	8	Data Entry and CRM Cleanup
4	Website Design	9	Safety Training and OSHA Compliance
5	Hire a Professional Grant Writer if You're Targeting Schools/State Projects.	10	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

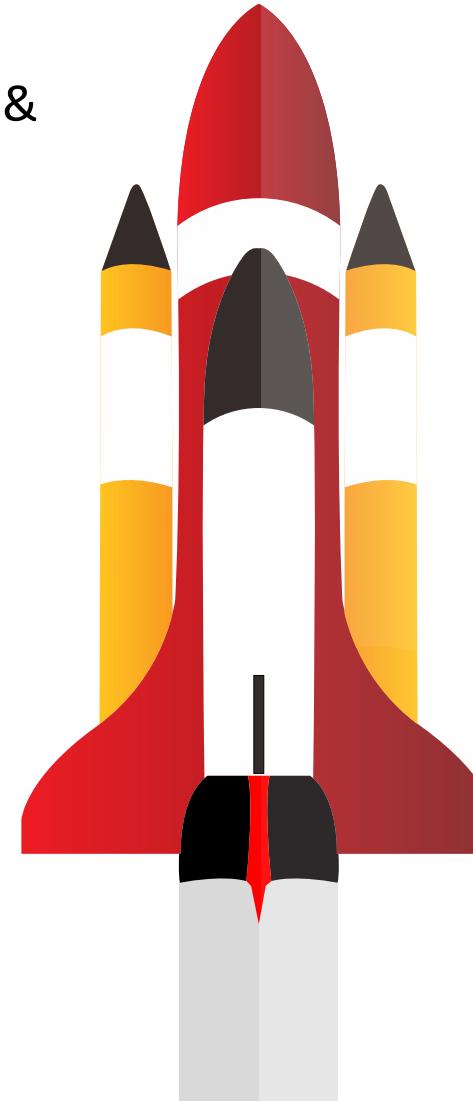


- 1 Leave Behinds
- 2 Ask Before The Job Starts!
- 3 Explain the importance of review
- 4 Send a follow up email
- 5 Use NFC card
- 6 Go Through Your Contact List – Real Estate Agents / Other Contractors You've Worked With
- 7 Remind During Follow-Up Appointments (warranty or service calls)
- 8 Train 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

06:36

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



- 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

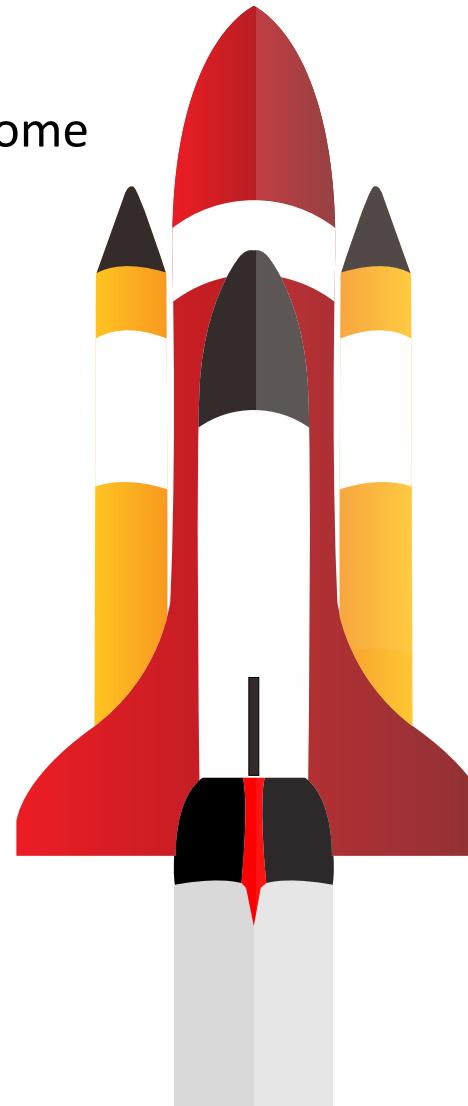


UNDER PROMISE  
& OVER DELIVER

# DAY OF THE JOB

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

03:03



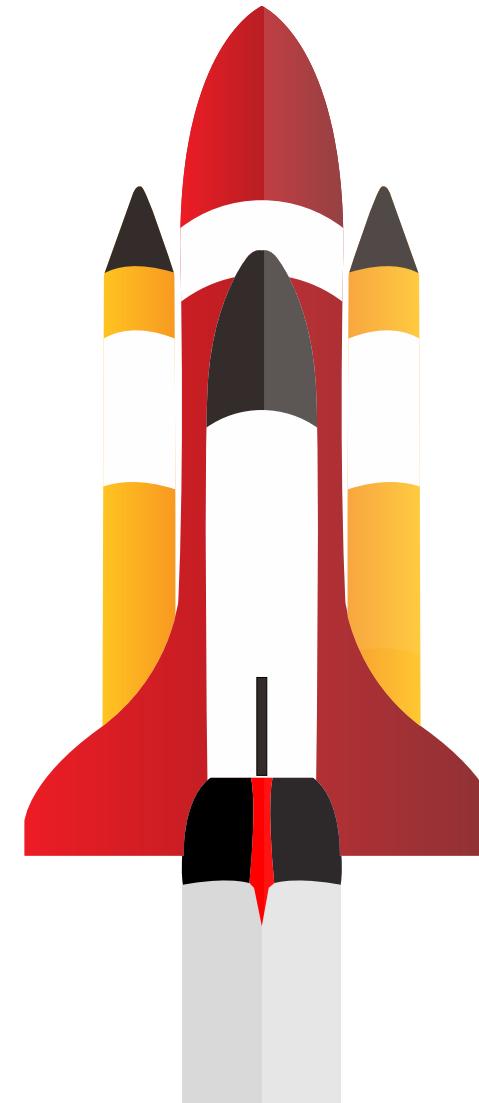
- 1 Wear Booties When Inside the Home
- 2 Take Time To Explain How the System works (or Record Video)
- 3 SMILE - Remind Your Team That You Get Paid To Do What You Do. Look Like You Like Money.
- 4 Thank the Customer For the Opportunity To Serve
- 5 Place Door Hangers Around the Neighborhood
- 6 Get 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

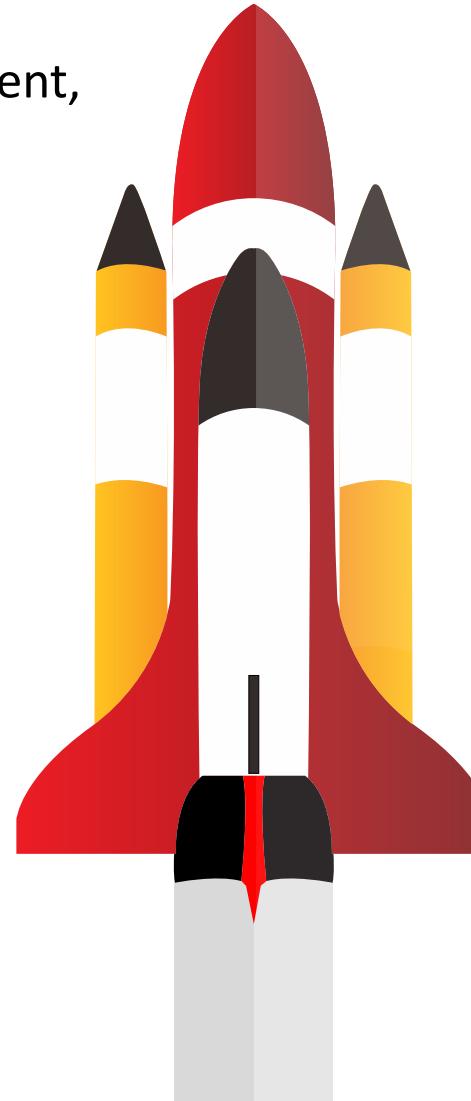


- 1 Get A [Professional] Website  
(Seriously, it's 2025)
- 2 Hire a Professional Branding Company
- 3 Use Custom Domain Emails
- 4 Professional Answering Service / Message
- 5 Professional Looking Invoices / Quotes
- 6 Wrap Vehicles with Professional Branding
- 7 Look and SMELL Good.
- 8 Get Matching 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.	6	Have a Checklist For Safety and Compliance Procedures
2	Have frequent jobsite safety huddles, especially in new situations.	7	Create Written SOPs for Crews
3	Provide Clear Training on Ladder and Confined-Space Protocols	8	Inspect PPE Periodically
4	Carry a Fire Extinguisher in Your Truck/Trailers	9	Practice Emergency Training (what do you do when.....)
5	The Job Foreman is Responsible for Monitoring Safety Protocols.	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



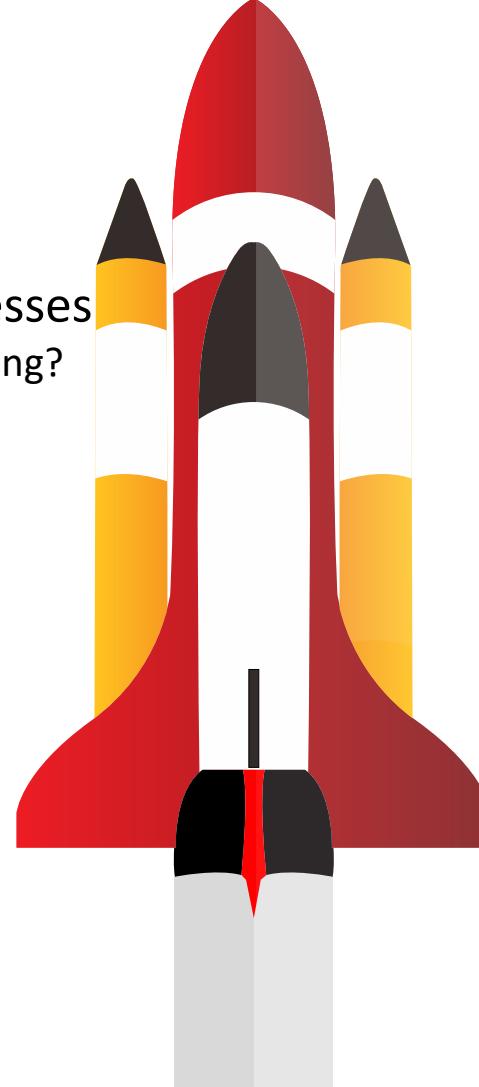
- 1 Create a Monthly Budget & Keep 3-6 Months of Expenses in Savings
- 2 Fund Retirement Accounts
- 3 Separate Your Personal and Business Accounts
- 4 Open a Business Line of Credit BEFORE You Need It
- 5 Track Profit Per Job, Not Just Revenue
- 6 Review P&Ls with Your Bookkeeper / CPA
- 7 Buy More, 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

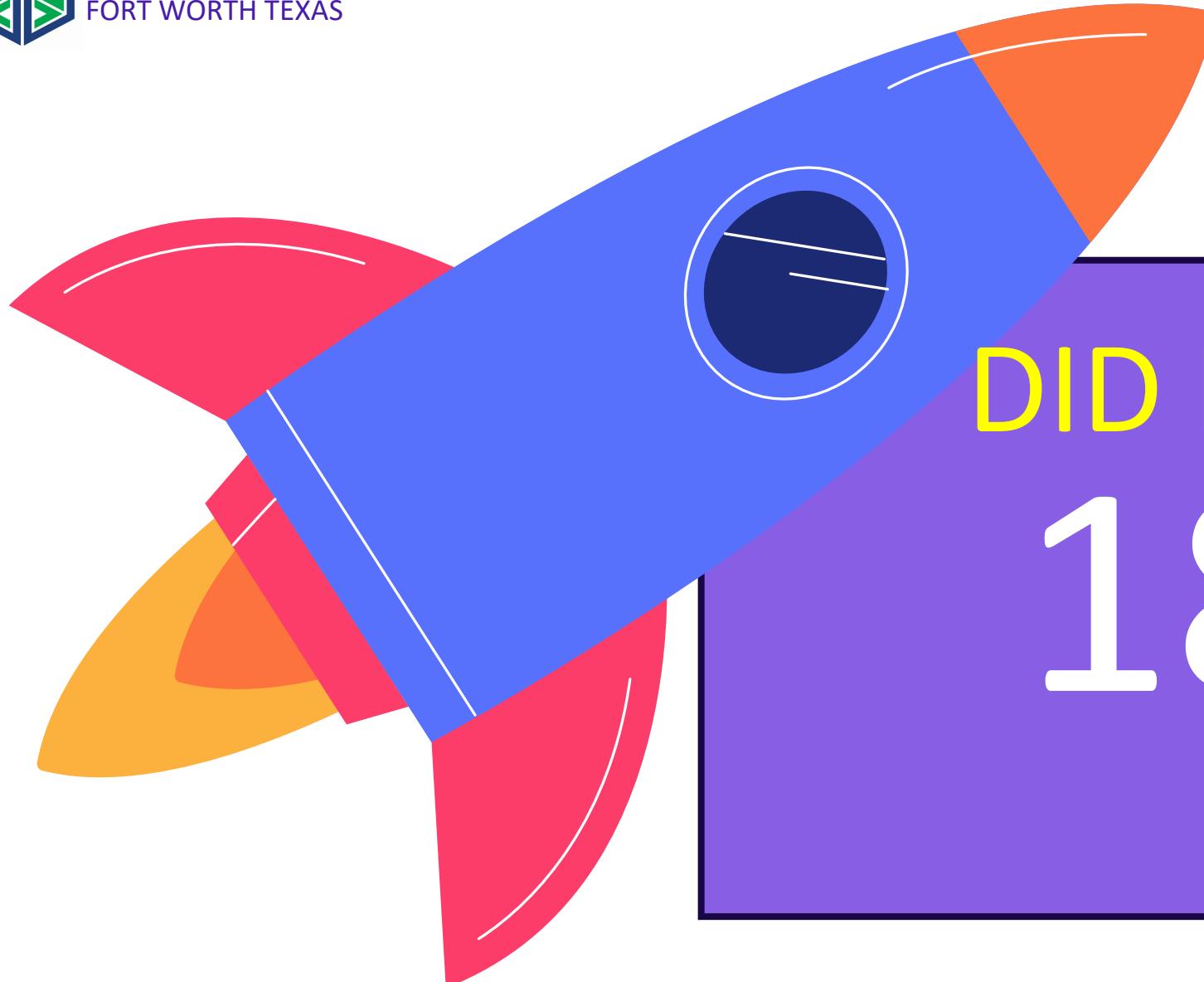
17:06



<p>1 Eat Better Food / Drink Water</p>	<p>6 <i>Treat Yo Self!</i></p>
<p>2 Know Your Strengths and Weaknesses (Can't spell? Don't Email. Are You Charming? You're in Charge of Review Cultivation!)</p>	<p>7 Spend Profits on Things that Bring You and your family JOY.</p>
<p>3 Schedule Downtime (Both Short-Term and Vacations)</p>	<p>8 Protect Your body: Knee Pads, Eye and Ear Protection, Fall Protection, etc.</p>
<p>4 Share Your Knowledge With Your Team</p>	<p>9 Exercise (intentionally)</p>
<p>5 Don't Forget to Occasionally Shave and Get A Haircut</p>	<p>10 <b>GO TO A DOCTOR</b></p>



INDOOR ENVIRONMENTS 2025  
FORT WORTH TEXAS



DID I MAKE IT??

18:28



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# THANK YOU!

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



BEN MILLER  
 ben@servicebooster.com  
1-866-775-0750



Indoor Environments™ 2025 - Radon and Vapor Intrusion Symposium