



**InteGrit Systems**

**FREE DO-IT-YOURSELF GUIDE**

# Score your own business, **A to K**

Eleven boxes. One score out of 11. One next step.

For owners who run their own service business in the East Rand. All you need is a pen, your phone, a few invoices and about 45 minutes. No software.



The 11 boxes of your business. C to K is the road almost every customer walks, from the first hello to the happy repeat customer.



# Who this guide is for

You run your own business. You have between 1 and 30 people. Most of your work arrives by phone or WhatsApp. It gets quoted or booked, it gets done, and it gets invoiced. And you still touch every one of those steps yourself.

If that is you, and you are in the East Rand (Boksburg, Benoni, Brakpan, Springs, Germiston and around), this guide was written for you. You can use it anywhere in South Africa.

## The problem

You want the business to grow without more of it landing on you. But you do not know which thing to fix first, so you guess. A new website. A new ad. A new app. All good things, just not always first.

While you guess, a message goes unanswered, a quote is never followed up and an invoice waits. It is not one big failure. It is a few small leaks, every week, and they add up.

## What you will do

### 1

#### Score 11 boxes

Each box is one part of your business. Answer three yes or no questions about it. It is green or it is red.

### 2

#### Find your first red box

That is your next step. Not the whole list. One thing, first.

### 3

#### Do one thing this week

Every box comes with one job you can do with a pen and your phone. No software.

#### BEFORE YOU START, HAVE THESE NEXT TO YOU

- A pen. Print the guide, or write your answers on a sheet of paper.
- Invoices or your bank statement from last month.
- Your phone, with your chats and missed calls.
- Your price list, if you have one.

**Be honest.** Score yourself the way a stranger would. A kind score feels good and fixes nothing. Set aside about 45 minutes. Do it alone, or with the person who runs your office. The guide is free, and your answers stay with you. The last page shows what we can do next, if you want it.



# How the 11 boxes work

We split your business into 11 boxes. A and B are the base you stand on. C to K is the road almost every customer walks, from the first hello to the happy repeat customer.

## THE BASE

|          |                   |                                                                    |
|----------|-------------------|--------------------------------------------------------------------|
| <b>A</b> | <b>The goal</b>   | Do you know where you are going, in one number?                    |
| <b>B</b> | <b>The office</b> | Is there one place for your clients, your calendar and your money? |

## THE ROAD A CUSTOMER WALKS

|          |                        |                                                                          |
|----------|------------------------|--------------------------------------------------------------------------|
| <b>C</b> | <b>The offer</b>       | Can a stranger tell what you sell, and what it costs, in one minute?     |
| <b>D</b> | <b>Being found</b>     | How do new people find you?                                              |
| <b>E</b> | <b>No message lost</b> | Is every enquiry written down on the day it arrives?                     |
| <b>F</b> | <b>Conversations</b>   | Does an enquiry get a fast reply and a clear price?                      |
| <b>G</b> | <b>Close</b>           | Does a yes become a booked date and a deposit or signed quote?           |
| <b>H</b> | <b>Delivery</b>        | Does the work get done well, on time, and the same way each time?        |
| <b>I</b> | <b>Cash</b>            | Do you get paid in full and on time, and know straight away who is late? |
| <b>J</b> | <b>Keeping clients</b> | Do clients come back, and do they send you others?                       |
| <b>K</b> | <b>Support</b>         | Are your papers, your records and your promises in order?                |

### Green means it works.

You can show it. It does not depend on you remembering.

### Red means it leaks.

Something gets lost, late or forgotten, or it only works when you are there.

**How to score a box.** Answer its three questions. Three yeses is green. Any no is red. There are no half marks, because a box that half works still leaks.

**Your first red box on the road, from C to K, is your next step.** A leak early on wastes everything after it. If nobody can find you (D), the best delivery (H) helps nobody. If C to K are all green, look at A, then B.

**A****The goal**

Do you know where you are going, in one number?

**What it is.** The one number you are working towards, and the date you want it by. Every other box is judged by one question: does it move you towards this number?

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- 1 Have you written your goal down as a number with a date? For example: R120,000 in one month, by next June. ☐ Yes ☐ No
- 2 Do you know today's number, without looking anything up? ☐ Yes ☐ No
- 3 Do you check that number at least once a week, on the same day? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

The goal is on paper where you see it every morning, with today's number next to it. Every Friday the number is updated.

**RED LOOKS LIKE**

"Grow the business" or "make more money", with no number and no date. You could not say whether this month was a good one.

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

Take one sheet of paper. Write your goal on it as a number and a date. Under it write today's number. Stick it where you will see it every morning. Every Friday, write the new number next to it.

**B****The office**

Is there one place for your clients, your calendar and your money?

**What it is.** The records the business runs on: your client list, your calendar and your money book. Paper or a simple spreadsheet is fine. What matters is that there is one of each, and that someone other than you could find an answer.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- 1 Is there one client list with name, phone number, area and what you did for them? ☐ Yes ☐ No
- 2 Is there one calendar that shows every job for the week? ☐ Yes ☐ No
- 3 Is there one money book that shows who has paid and who owes you? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

You can answer "when are we next at this client, and do they owe us anything?" in under a minute.

**RED LOOKS LIKE**

The answers are scattered, or only you know them. If you were ill for a week, nobody would know what is booked.

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

Start one client list on paper. Columns: name, phone, area, what you did, date. Write down your last 10 clients now. Then draw a one-page calendar for next week and put every booked job on it.

**C****The offer**

Can a stranger tell what you sell, and what it costs, in one minute?

**What it is.** What you sell, at what price, and in what order. Not everything you can do. The clear few things people actually buy.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- 1 Can you list what you sell on one page, with six to eight items at most? ☐ Yes ☐ No
- 2 Does every item have a price, or a clear rule for working one out? ☐ Yes ☐ No
- 3 Is there one obvious first step for a new customer, such as a first job, a quote or a free check? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

One short list. Prices that make sense and agree with each other. A new customer knows what to ask for.

**RED LOOKS LIKE**

A long list. Two customers get different prices for the same job, or prices contradict each other. New customers ask "so what do you actually do?"

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

On one page, write the six to eight things people buy most. Put a price next to each. Cross out anything you have not sold in six months, unless you keep it on purpose. Send that page to your next enquiry instead of explaining everything again.

**D****Being found**

How do new people find you?

**What it is.** The ways people who have never heard of you end up talking to you: Google, a neighbour, a Facebook group, a sign on a vehicle, a partner who sends you work.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- 1 Can you name two steady ways that new people find you? ☐ Yes ☐ No
- 2 Do you ask every new enquiry "How did you hear about us?" and write down the answer? ☐ Yes ☐ No
- 3 After a good job, do you ask the client for a Google review or for someone they know? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

Two or more steady sources that you can count each week. You know which one sends you the most work.

**RED LOOKS LIKE**

Work arrives by luck, or from one source only. You cannot say where last month's customers came from.

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

Look at your last 10 customers. Next to each one, write how they found you. Count them up. Then do more of what works. For example, WhatsApp two happy clients whose details you took when you did their job and ask for a Google review. End with: Reply STOP and I will not message you again.

**E****No message lost**

Is every enquiry written down on the day it arrives?

**What it is.** The moment someone phones, messages or asks for a price, they go on one list. Chats scroll away. A list does not.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- Does every new enquiry go on one list the same day, with name, phone, what they asked and the date? ☐ Yes ☐ No
- Can you see on that list who is still waiting for a reply or a quote? ☐ Yes ☐ No
- If you were away for a week, could someone else use that list to follow up? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

One list. Every enquiry is on it by the end of the day. The list shows who is waiting.

**RED LOOKS LIKE**

Enquiries live in chats and missed calls. Someone asked for a price on Monday and by Thursday nobody remembers. You find out later, when they say "I never heard back".

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

Make an enquiry list: one page, with columns for date, name, phone, what they asked and what happens next. For seven days, write down every enquiry. On Friday count them, and count how many got a reply the same day.

**F****Conversations**

Does an enquiry get a fast reply and a clear price?

**What it is.** The talk that turns a question into a job: a quick first reply, a few good questions, a clear price or a clear date for the price, and a next step.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- Does every new enquiry get a first reply within one working hour? ☐ Yes ☐ No
- Do you ask the same three or four questions every time, such as what, where, when and how big? ☐ Yes ☐ No
- Does every conversation end with a next step and a date? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

A fast reply, the same questions each time, a clear price, and a next step with a date, such as "I will send the quote by Thursday".

**RED LOOKS LIKE**

Each reply is written from scratch. The customer waits, or hears "I'll let you know". Chats just stop, with no next step.

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

Write three ready replies in a note on your phone: your price list, how it works, and the question "Shall I book you for Tuesday or Thursday?" Paste them into every new chat this week, and end every chat with a question.

**G****Close**

Does a yes become a booked date and a deposit or signed quote?

**What it is.** The moment a person says yes: the date is fixed, the address is confirmed, and a deposit or signed quote is in place before a bigger job starts.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- 1 Does every yes get a date and an address on the same day? ☐ Yes ☐ No
- 2 Do you ask for a deposit, or a signed quote, before a bigger job starts? ☐ Yes ☐ No
- 3 Do you have one ready message with your banking details, a reference to use and what happens next? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

Every booking has a date and an address. Bigger jobs have a deposit or signed quote before the visit. Few no-shows, and you are not chasing money after the work.

**RED LOOKS LIKE**

"Yes, sounds good", and then silence. Dates move, nobody is sure it is booked, and you work first and chase payment later.

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

Write one message you can paste the moment someone says yes. Put in the date and time, the address, the price, your banking details with the reference to use, and "Please reply to confirm". Use it on every yes this week.

**H****Delivery**

Does the work get done well, on time, and the same way each time?

**What it is.** The work itself, from the job being scheduled to the job being finished, and the customer knowing it is finished.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- 1 Does everyone who does the work know the day before what they are doing and where? ☐ Yes ☐ No
- 2 Is there a short checklist, so the work is done the same way each time? ☐ Yes ☐ No
- 3 Do you tell the customer when the job is done, with a photo where it makes sense? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

Each person starts the day knowing where to go and what to do. Jobs are done the same way each time, and the customer is told when it is done.

**RED LOOKS LIKE**

You phone around each morning to say who goes where. Jobs are done differently by whoever is there. Customers phone to ask "did you come?"

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

Pick your most common job. Write its steps as a checklist of five to eight lines on one page. Give it to the next person who does that job and ask what is missing. Fix the page.

**I****Cash**

Do you get paid in full and on time, and know straight away who is late?

**What it is.** Invoices that go out quickly, a clear list of who owes you, and late payments followed up on a fixed day.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- 1 Do invoices go out within two working days of the job? ☐ Yes ☐ No
- 2 Can you say today who owes you money, and how much? ☐ Yes ☐ No
- 3 Do you follow up late payments on the same day every week? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

Invoices go out within two working days. You have a list of who owes what, you chase on the same day each week, and few payments are more than 30 days late.

**RED LOOKS LIKE**

Invoices go out when you find time. You only notice a late payment when cash runs short. Chasing feels awkward, so it is left.

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

Pick one fixed day, for example Friday at 10:00. Write down everyone who owes you, with the amount and how many days late each one is. Send each person who is late a short, polite message. Write the total at the top of the page.

**J****Keeping clients**

Do clients come back, and do they send you others?

**What it is.** What happens after the job: checking the client is happy, turning a one-off job into repeat work, and asking for the next customer.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- 1 Do you contact every customer after a job to check that they are happy? ☐ Yes ☐ No
- 2 Do you offer repeat work, a regular plan or a next booking to every happy customer? ☐ Yes ☐ No
- 3 When a customer stops, do you ask why, and write down the answer? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

Customers hear from you after the job. A good share book again or move to a regular arrangement. You know why people leave.

**RED LOOKS LIKE**

Once the job is done you never speak again. You start from nothing every month to find new customers, and you do not know why old ones left.

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

List 10 past customers whose details you took when you did their job. This week, send each one a short message: thank them and ask if everything is still fine. Do not sell in it. End with: Reply STOP and I will not message you again. Write down who replies.

**K****Support**

Are your papers, your records and your promises in order?

**What it is.** What keeps the business safe: the registrations and permits your trade needs, the customer details you hold, and what you promise in adverts and quotes.

**SCORE YOURSELF. THREE YES OR NO QUESTIONS**

- 1 Do you know which registrations or permits your trade needs, and are yours up to date? ☐ Yes ☐ No
- 2 Are customer details, such as addresses, ID numbers and gate codes, kept private and not in open group chats? ☐ Yes ☐ No
- 3 Can you prove or deliver everything you promise in adverts, quotes and messages? ☐ Yes ☐ No

**GREEN LOOKS LIKE**

Your papers are in order. Customer details are kept safe. What you promise is what you deliver.

**RED LOOKS LIKE**

You are "not sure" about a registration. Customer details sit in group chats. Adverts claim more than you can prove, for example "the best" or "100% safe", or a price comparison you cannot back up.

**ONE THING TO DO THIS WEEK** Pen and phone only. No software.

Write down the three papers or registrations your trade needs. Next to each, write "have it" or "check it". Ask your industry body or an attorney about each "check it". The law on personal details is POPIA. In short: keep customer details safe, and stop messaging anyone who asks you to. This guide is not legal advice.

**One box at a time**

1. **Fix only your first red box (C to K first, then A and B).** Leave the rest for now. Two fixes at once means neither one gets finished.
2. **Do the one thing for that box this week.** Score the box again in four weeks. Three yeses? It is green. Move on to the next red box. Not yet? Keep going on the questions that are still no.
3. **Score all 11 boxes once a month.** Boxes slip back to red when you stop looking at them.
4. **Make it work on paper first.** Software makes a working habit faster. It does not make a missing habit appear.

**What your score will tell you****0 to 4**

Many leaks. Do not try to fix them all. Fix the first red box only.

**5 to 8**

About half or more of your 11 boxes work. The leaks are specific. Your next hour goes to the first red box.

**9 to 10**

You are close. Fix the red boxes one at a time, first one first. Score again next month.

**11**

All 11 boxes work. Score again every month to check nothing has slipped.

# Your score sheet

For each box, write how many of the three questions you answered yes to. Three is green. Anything less is red. Circle the letter of your first red box from C to K. If C to K are all green, circle the first red box of A and B.

| BOX                      | YESES (0 TO 3) | GREEN                    | RED                      |
|--------------------------|----------------|--------------------------|--------------------------|
| <b>A</b> The goal        | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>B</b> The office      | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>C</b> The offer       | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>D</b> Being found     | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>E</b> No message lost | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>F</b> Conversations   | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>G</b> Close           | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>H</b> Delivery        | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>I</b> Cash            | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>J</b> Keeping clients | _____          | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>K</b> Support         | _____          | <input type="checkbox"/> | <input type="checkbox"/> |

\_\_\_\_\_ **out of 11**

Your score: count your greens.

\_\_\_\_\_

Your first red box: the letter you circled. This week you do its one thing.

## What lost enquiries could be costing you every month

|                                            |   |                                                |   |                                                 |
|--------------------------------------------|---|------------------------------------------------|---|-------------------------------------------------|
| Enquiries a month that go nowhere<br>_____ | × | What one job is worth to you, in rand<br>_____ | = | Rand a month lost enquiries could cost<br>_____ |
|--------------------------------------------|---|------------------------------------------------|---|-------------------------------------------------|

### EXAMPLE

**4** enquiries a month go nowhere × **R3,500** a job = **R14,000** a month

The example numbers are made up. Use your own. Over a year, this example adds up to R168,000.

How to count: use your list from box E, or count one week and multiply by 4. "Goes nowhere" means no reply, no quote, no follow-up or no booking. This is a rough guide, not a promise, because not every enquiry would have said yes. It fits boxes E to G best. **Not sure how to score a box? Answer the same 11 questions online, and your score and first red box show straight away. Details on the last page.**



# Your next step

You now have your own score and your own first red box. This guide and Your Next Steps are free. Your Roadmap is paid, and so is anything we build. There are two steps from here.

## STEP 1. FREE

### Your Next Steps

The same 11 yes or no questions, online. Your score and your first red box show straight away, on the page.

- You see your business A to K, green where it works and red where it leaks.
- Leave your details if you want Wynand to WhatsApp you about your next step.

**It costs nothing and you can stop there.**

Nothing is built unless you ask for it.

## STEP 2. PAID, ONLY IF YOU WANT IT

### Your Roadmap

Every red box in detail, and how to fix it yourself, step by step. Made from your answers and your website, or five short questions. We build nothing.

**A fixed price**, shown on the score page after your score, paid by EFT against your invoice. If you later have us build, it comes off the build price. Your Roadmap link within 12 hours of our WhatsApp confirming your payment, or a full refund.

Paid? Then you can also book a Desk Walk call with Wynand: one job, from quote to cash.

## READY FOR STEP 1?

# Take Your Next Steps online

**[integrit-os-production.up.railway.app/next-step](https://integrit-os-production.up.railway.app/next-step)**

Ask for your Roadmap on the same page, after your score. A question first?

WhatsApp Wynand on **082 902 9363**

## WHAT WE HAVE DONE

- We have drawn this out for a yard service, a dog clinic, an events company and a school.

**After your Roadmap, only if you want it.** Your Business Desk: the standard list, built in the order your first red box sets. Anything off the list, such as a job diary, is quoted before we start.

We use your number or email to reply to you and, if you ask for your Roadmap, to send you your invoice and your Roadmap. To make your Roadmap we use your answers, your website and what you tell us about your business. We send you more only if you say yes. Reply STOP at any time and we stop. More in our privacy notice at [www.integrit.co.za/privacy](https://www.integrit.co.za/privacy). This guide is general information, not legal, tax or financial advice. Issued October 2026.

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