

● PLAYBOOK • ALL 10 HOLES HOLE

# The Business Owner's Textbook

One book. Every leak in your business explained. Fix it yourself with the plays inside, or hand it to us.

A BLACK FLAG MEDIA PLAYBOOK

NAMED FRAMEWORK

## The Bucket Framework

The anchor. Every hole explained. The 30-day sprint. The order to plug them in.

● WHAT'S INCLUDED

### Everything in the Kit

Instant access to all deliverables below.

1 • WEB READER

**This page**

Read anywhere, phone-friendly

2 • PDF

**business-owners-textbook.pdf →**

Save, print, share

3 • TEMPLATES

**templates.txt →**

4 • TRACKER

**sprint-tracker.csv →**

The 30-Day Bucket Sprint checklist + quick-reference card

30-day sprint task tracker + before/after metrics

LIFETIME UPDATES • When platforms or standards change, this kit changes. You get every update free.

## Why This Textbook Exists

Your business is a bucket. Every process in it is a hole. Marketing is the faucet. Most owners spend all their time turning the faucet up. And they still lose water because the holes are still there.

This textbook walks you through every hole. Ten of them. Why each leaks, how much it costs, what to do about it this month.

## The 10 Holes

1. **Get Found** - can people who need you find you?
2. **Capture** - when they reach out, do you catch them?
3. **Convert** - do you turn conversations into sales?
4. **Deliver** - is the work consistent?
5. **Delight** - do customers leave feeling they got more than they paid for?
6. **Retain & Refer** - do they come back and bring friends?
7. **Money** - do you know your numbers?
8. **People** - are you hiring, training, and keeping the right team?
9. **Legal & Compliance** - is the paperwork under you or on top of you?
10. **Owner** - are you operating like a CEO or drowning in tactics?

## The Order To Plug Them (for 90% of businesses)

Month 1: Money. Month 2: Capture. Month 3: Convert. Month 4: Get Found. Month 5: Retain. Month 6: Deliver. Months 7-12: Delight + People + Legal + Owner.

One hole per month. Not two. Not five. One. That way you actually finish, ship, and start compounding results.

The full 12-chapter PDF is in the download above. Each chapter is one hole: the framework, the dollar cost, the weekend fix, the metric to watch, and a pointer to the deep-dive kit if you want the complete play.

## The 30-Day Bucket Sprint (in the tracker)

**Week 1:** Bucket Audit + Money Wall + missed-call text-back.

**Week 2:** 3 top SOPs + 5-touch follow-up cadence.

**Week 3:** Complete GBP + review request automation.

**Week 4:** Reactivation campaign + handwritten cards to last 5 customers.

30 days. 6 leaks plugged. Expected impact: 15-40 percent revenue lift in the next 90 days.