

THE P.R.O.F.I.T SYSTEM

IMPLEMENTATION GUIDE

Step-by-Step Workbook for Installing Predictable Profit in Your
Cabinet Shop









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INTRODUCTION

Welcome

If you're holding this guide, it means you've already read *The Profit System* and decided it's time to stop running your business on hope, hustle, and word-of-mouth—and start building something predictable.

This isn't a textbook or a course to study "someday."

It's a working document — your build manual for the business side of your craft.

You'll use it the same way you'd follow a cutlist: one piece at a time, in the right order, until the full system fits together perfectly.

By the time you finish, you'll have:

- ✓ A clear plan for profit you can measure.
- ✓ Systems that reduce chaos and increase margin.
- ✓ A business that works as precisely as the cabinetry you build.

If you take consistent action, you'll see measurable results within 90 days.

Who This Is For

This guide was built for:

- Cabinetmakers, millworkers, and shop owners who are great at building products but tired of guessing at the numbers.
- Business owners who want steady, predictable profit instead of the "busy-but-broke" cycle.
- Tradespeople who want systems that are practical—not corporate jargon or theory.

If that sounds like you, you're in the right place.

What This Guide Will Help You Do

1. **Turn knowledge into systems.** You already know how to build cabinets; now you'll learn to build a business that runs smoothly.
2. **Measure what matters.** You'll track what drives profit instead of what fills the schedule.
3. **Reduce overwhelm.** One clear action per step — no fluff, no filler, no confusion.
4. **Create leverage.** You'll spend less time firefighting and more time leading.

What You'll Need

- A copy of this workbook. You can print a copy out or you can type directly into this Pdf version which you can save or print once completed..
- A calculator or spreadsheet (for simple margin and revenue math).
- A weekly commitment of **two 90-minute sessions** to “work on the business.”
- An open mind — and the willingness to take imperfect action.

HOW TO USE THIS GUIDE

1. **Move in Order**

Each module builds on the last. Don't skip ahead. Complete one before moving to the next.

2. **Work in Small Blocks**

This system is built to be implemented in short, focused sessions. Two 90-minute blocks per week will keep you on track.

3. **Fill It Out as You Go**

Type or write your answers directly into this document. You'll finish with a fully customized system designed for your shop.

4. **Check Off Progress**

Each module ends with a "Definition of Done." Don't move forward until every box is checked.

5. **Keep It Simple**

Don't overcomplicate things. If you get stuck, choose the simplest version that works and improve it later.

Your Commitment

Before you start, make this short agreement with yourself:

I will take imperfect action.

Progress beats perfection every time.

I will treat this like a build schedule, not a wish list.

Set deadlines. Do the work.

I will give myself 90 days to see results.

Stick with it; the system compounds.

You don't need permission, more time, or a perfect plan. You just need to start.

QUICK-START CHECKLIST

Complete these four items before moving to Module 1:

- Decide whether you'll **print** or **type** directly into this guide.
- Block **two 90-minute sessions per week** in your calendar for implementation.
- Gather your key business info (revenue, crew size, job count) for the **Baseline Snapshot** exercise.
- Create a folder (digital or physical) to store your completed worksheets and notes.

Once these are complete, you're ready to begin Module 1 — **Your Baseline Snapshot**.

Final Note

Every successful shop I've worked with had one thing in common: they stopped waiting for the perfect time to get organized.

This guide gives you the plan.
You just have to take the next step.

Let's get to work.



MODULE 1 – YOUR BASELINE SNAPSHOT

Where You Are Now

WHY THIS MATTERS

Before you can make progress, you need a clear starting point. Just like measuring a cabinet opening before cutting a panel, you can't improve what you don't measure.

This module gives you a **true picture of your business today**—where your time, money, and energy are going—so every improvement you make in later modules is visible and measurable.

WHAT YOU'LL DO IN THIS MODULE

1. Gather your basic business numbers.
2. Evaluate how each core system (Pricing, Production, Sales, Financials, Team) is performing.
3. Identify your top 3 bottlenecks.
4. Choose one area to focus on first.

You'll finish with your **Baseline Scorecard**, which becomes your “before” snapshot for the rest of this guide.

STEP 1 – GATHER YOUR NUMBERS

Metric	Your Answer
Annual Revenue (last 12 months)	_____
Average Monthly Revenue	_____
Average Job Value	_____
Crew / Staff Count	_____
Your Average Weekly Hours Worked	_____
Active Jobs in Production (now)	_____

Tip: Don't stress about perfect accuracy—ball-park is fine. The goal is clarity, not accounting precision.

STEP 2 – EVALUATE YOUR SYSTEMS

Rate each area below from 1 to 5 (1 = non-existent 5 = dialed in).

Area	1	2	3	4	5
Clear Pricing / Estimating System	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistent Production Workflow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliable Lead Generation Process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Visibility (knows numbers weekly)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team Accountability / Communication Rhythm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Interpretation Guide

- 1-2 = Needs immediate attention
 - 3 = Workable but inconsistent
 - 4-5 = Systemized and stable
-

STEP 3 – IDENTIFY YOUR TOP 3 BOTTLENECKS

Write the three biggest issues that keep your shop from running smoothly or profitably.

Focus on specific, fixable problems.

- 1 _____
- 2 _____
- 3 _____

Examples: quoting too slowly, jobs not starting on time, unclear crew roles, cash-flow gaps.

Extra Space

STEP 4 – CHOOSE ONE AREA OF FOCUS

Pick the single issue from your list that would make the biggest difference if solved first.

Priority Focus Area: _____

Write one short sentence describing the result you want:

“If we fix _____, we’ll _____.”

Example: “If we tighten our quoting system, we’ll hit accurate margins on every job.”

Extra Space

STEP 5 – REFLECT BRIEFLY

- What’s working best in your shop right now?

- What drains your energy the most?

- If you could change one thing this month, what would it be?

DEFINITION OF DONE

You’ve completed this module when:

- All numbers and ratings are filled in.
- Top 3 bottlenecks identified.
- One priority focus area chosen.
- Reflection questions answered.

Keep this page handy—you’ll revisit it at the end of the program to see your progress in black and white.

NEXT STEP

You now know exactly where you stand.

In the next module, we'll start closing those gaps by defining your **Positioning**—who you serve, why you win, and how to make clients choose you without competing on price.

MODULE 2 – POSITIONING -

Own Your Category

WHY THIS MATTERS

Most cabinet shops try to be everything to everyone — and end up competing on price.

Positioning is how you break that pattern.

When you clearly define *who you serve* and *why you're the best choice*, you stop being “another quote” and become the obvious partner.

This module will help you:

- ✓ Identify your **Category of One**
 - ✓ Clarify your **Ideal Customer Profile (ICP)**
 - ✓ Craft a strong **Unique Selling Proposition (USP)**
 - ✓ Gather a few **Proof Points**
 - ✓ Create one **Risk Reversal or Guarantee**
 - ✓ Write your **Positioning Statement**
-

WHAT YOU'LL NEED

- A list of your best projects or happiest clients.
 - Notes from your Baseline Snapshot (especially bottlenecks).
 - 60–90 minutes of focused time.
-

STEP 1 – DEFINE YOUR CATEGORY OF ONE

“We are the go-to shop for _____ (type of work / market / finish / turnaround) in _____ (region).”

Examples

- “We are the go-to shop for modern flat-panel kitchens in Toronto.”
- “We are the go-to shop for multi-unit cabinetry with tight deadlines in southern Montana .”

Keep it narrow. The smaller the focus, the faster you become known for it.

Extra space if needed

STEP 2 – IDENTIFY YOUR IDEAL CUSTOMER PROFILE (ICP)

Attribute	Description
Type of Client	(homeowner, builder, designer, etc.)
Typical Budget Range	\$ _____ – \$ _____
What They Value Most	(speed / design / craftsmanship / communication/ Other _____ _____)
Deal Breakers	_____
Decision Driver	(timeline / trust / look / price)

Circle or highlight your *primary* client type — this becomes the focus for your marketing.

Extra space if needed

STEP 3 – WRITE YOUR UNIQUE SELLING PROPOSITION (USP)

Your USP answers: “*Why should they choose you instead of anyone else?*”

Template:

“We help [ideal customer] get [result they want] without [problem they hate].”

Examples

- “We help busy builders deliver flawless installs on time — without constant site delays.”
- “We help homeowners design kitchens that actually work — without budget surprises.”

“We help [] get [] without [].”

- ✓ If it doesn’t fit in one breath, tighten it.

Extra space if needed

STEP 4 – COLLECT 3 PROOF POINTS

List the evidence that backs your USP.

1 _____
2 _____
3 _____

Examples: before/after photos, testimonials, awards, years in business, proven process, on-time record.

Use this space if required

STEP 5 – ADD A RISK REVERSAL OR GUARANTEE

What promise can remove hesitation and make clients feel safe choosing you?

Examples

- “On-time install or we pay \$250.”
- “Lifetime hardware warranty.”

- “No-surprise pricing — what we quote is what you pay.”

✓ Pick one. Put it in writing on quotes and your website.

Use this space if required

STEP 6 – WRITE YOUR POSITIONING STATEMENT

Bring everything together into a short paragraph you can use everywhere:

“At [Shop Name], we [what you do] for [who you serve], delivering [main benefit/result].

Our clients choose us because [USP or proof].

We back every project with [your guarantee].”

Example

“At Rock Valley Cabinetry, we design and build modern high-efficiency kitchens for builders who need speed without compromise.

Our proven production system keeps every install on schedule, and we back it with our On-Time Guarantee.”

Use this space if required



✓ DEFINITION OF DONE

- Category of One defined
- Ideal Customer Profile completed
- USP written
- Three proof points listed
- Guarantee selected
- Positioning Statement finalized

When all six boxes are checked, your shop officially has a **clear market position**—the first pillar of predictable profit.

NEXT STEP

You now know who you serve and what makes you stand out. In the next module, we'll move into **Revenue — The 3 Levers of Profit Growth** to turn that positioning into measurable financial gain.

MODULE 3 – REVENUE

Build the 3 Levers of Profit Growth

WHY THIS MATTERS

Revenue is the fuel for your business — but **more jobs** doesn't automatically mean **more profit**.

Most cabinet shops stay busy but broke because they pull only one lever: “take on more work.”

In this module, you'll learn to grow profit intentionally by tuning three levers you can control:

- 1 **Get more customers.**
- 2 **Increase average job value.**
- 3 **Increase purchase frequency or repeat business.**

Even a 10% improvement in each can double your profit without hiring anyone new or working longer hours.

WHAT YOU'LL NEED

- Your numbers from the Baseline Snapshot (especially average job value).
 - A calculator or spreadsheet.
 - 90 focused minutes.
-

STEP 1 – UNDERSTAND THE 3 LEVERS

Lever	Definition	Example Improvement
# of Customers	How many paying clients you complete work for per year.	10 → 12 clients = +20%
Average Job Value	How much each client spends per job.	\$18,000 → \$20,000 = +11%
Repeat Frequency	How often they buy again or refer others.	20% repeat → 30% repeat = +50% more jobs over time

Focus on what you can *measure and move*.
 Small increases in each lever multiply together for exponential growth.

STEP 2 – MEASURE YOUR CURRENT REVENUE

Metric	Value
Total Jobs Completed (last 12 months)	_____
Average Job Value	_____

Repeat / Referral Jobs (%) _____

Total Annual Revenue (from Baseline) _____

Revenue = (Number of Customers × Average Job Value)

Add repeat jobs to forecast growth potential.

STEP 3 – SET YOUR 90-DAY REVENUE TARGETS

Now set realistic goals to move each lever slightly.

You're not trying to double overnight — just gain traction.

Lever	Current	90-Day Target	Notes / Actions
# of Customers	_____	_____	e.g. "Run one referral campaign"
Average Job Value	_____	_____	e.g. "Add premium door option"
Repeat / Referral %	_____	_____	e.g. "Follow-up email after install"

Keep the targets modest — 10–20% growth is realistic and powerful.

STEP 4 – CALCULATE YOUR TRUE SHOP RATE

This step shows you exactly what you *must* charge to hit your profit goals.

The Formula

$$\text{Shop Rate} = (\text{Overhead} + \text{Labor Cost} + \text{Desired Profit}) \div \text{Billable Hours}$$

Item	Amount
Total Monthly Overhead (rent, utilities, admin, etc.)	\$ _____
Total Monthly Labor Cost (all wages + burden)	\$ _____
Desired Monthly Profit (owner draw + buffer)	\$ _____
Estimated Billable Hours per Month	_____ hrs

Shop Rate = _____ / _____ = \$_____ per hour

If your rate feels high, don't lower it — *find ways to justify it.*
This system will help you do exactly that.

STEP 5 – FIND YOUR HIDDEN PROFIT

Use this quick exercise to spot money leaking out of your current jobs.

Area	Questions	Action
Pricing	Are you marking up materials consistently?	Standardize markup %
Labor	Are you tracking actual vs. estimated hours?	Start job-cost sheets
Jobs	Are you doing low-margin “favor” jobs?	Say no to bad work
Overhead	Any unused tools, software, or subscriptions?	Cut or consolidate
Extras	Do clients often add extras you don’t charge for?	Create add-on menu

✓ Choose **two leaks** to fix this week — real money hides here.

Extra space if needed

STEP 6 – ADD A BUMP OR UPSELL OFFER

Small add-ons can lift your average job value immediately.

Examples:

- Premium drawer boxes or soft-close upgrade.
- Care & maintenance kit.
- “Priority install” scheduling fee.
- Design consult or rendering package.

Write two offers you can test next month:

1 _____

2 _____

DEFINITION OF DONE

- 3 revenue levers measured.
- 90-day targets set.
- Shop rate calculated.
- Hidden profit leaks identified.
- At least one upsell or bump offer created.

When these are complete, you’ll have **clear numbers and levers** to pull for predictable, controlled growth.

NEXT STEP

You've clarified how to grow revenue without adding chaos.

In the next module, we'll turn that profit potential into irresistible **offers** that make clients say "yes" faster and more often.

MODULE 4 – OFFERS

Make It Easy for Clients to Say “Yes”

WHY THIS MATTERS

Most cabinetmakers think sales is about convincing people. It's not. It's about **making it easy for the right people to choose you.**

When you package your work into clear, well-structured offers, you:

- ✓ Eliminate confusion and haggling.
- ✓ Show real value instead of just a price tag.
- ✓ Increase your average job value without extra pressure.

This module helps you build an *Offer Stack* — a structured way of presenting your services that makes your best option the easiest one to say yes to.

WHAT YOU'LL NEED

- Your **Positioning Statement** (from Module 2).
 - Your **Shop Rate** and **Revenue Targets** (from Module 3).
 - Notes from real customer conversations or quotes.
 - 60–90 minutes.
-

STEP 1 – DEFINE YOUR CORE OFFER STACK

List every major deliverable a client gets when they hire you. Then assign each one a perceived value (what it’s worth if sold separately).

Deliverable	Description	Value (\$)
Design & Drawings		
Material & Hardware		
Fabrication & Finishing		
Installation		
Warranty/Service		
Total Value		

Now, decide on your actual **Offer Price:** \$_____

You’ll usually find your total value is much higher than your price — show this clearly when quoting.

Extra space if needed

STEP 2 – BUILD A GOOD / BETTER / BEST TABLE

Tiered options help clients self-select and remove price resistance.

Level	Description	Key Difference	Price
Good	Baseline Functional Option	Basic Materials/Finish	\$
Better	Most Popular-Balance of Value & Design	Upgraded Hardware/Finish	\$
Best	Premium, Top-Tier Solution	Custom Design/Top Materials	\$

Make “Better” your default recommendation — it should deliver the best margin and client satisfaction balance.

Extra space if needed

STEP 3 – ADD PROOF AND GUARANTEES

People buy when they feel safe.

Add proof (what you've done) and a guarantee (what you'll do if it goes wrong).

Your Proof

List 3 quick credibility boosters you can show on quotes, in meetings, or on your site.

- 1 _____
- 2 _____
- 3 _____

Your Guarantee

Choose one clear promise:

“On-time install or we pay \$250.”

“Lifetime warranty on hardware and finish.”

“No-surprise pricing — what we quote is what you pay.”

Put this in writing. You'll close faster and reduce objections.

Extra space if needed



STEP 4 – CREATE A LEAD OFFER (YOUR TRIPWIRE)

A lead offer (or “tripwire”) gets prospects to take a small step first. It builds trust before they commit to a full project.

Examples:

- Paid design consultation (credited toward project).
- Color sample kit for homeowners.
- Builder partner quote audit (first job at reduced markup).
- Inspiration Guide or Checklist

Write yours:

Lead Offer Name: _____

Price (if any): \$_____

Purpose: _____

This converts browsers into buyers — even if it’s just a small first job.

Extra space if needed



STEP 5 – WRITE YOUR SIMPLE SALES SCRIPT

You don't need to be a "salesperson." You just need a clear conversation flow.

The 3-Step "Yes" Script

1. DISCOVER:

Ask about their goals and frustrations.

"What's most important to you in this project?"

"What's caused problems with other shops or contractors?"

2. RECOMMEND:

Show your Good / Better / Best options and explain *why* you recommend one.

"Based on what you've told me, the [Better] package fits your timeline and quality expectations."

3. REASSURE:

Remind them of your proof and guarantee.

"We back every project with our [Guarantee]. That way you know exactly what to expect."

✓ End by asking for a clear next step:

"Would you like me to prepare a detailed quote so we can get you on the schedule?"

✓ DEFINITION OF DONE

- Core Offer Stack filled out.
- Good / Better / Best table completed.

- Proof points and guarantee chosen.
- Lead Offer created.
- Simple 3-step script written.

Once these are complete, you'll have a professional sales foundation that boosts conversions, raises average job value, and makes every conversation easier.

NEXT STEP

Your offers are now structured, clear, and easy to sell.

Next, we'll focus on **Frameworks** — the internal systems that make everything run smoothly behind the scenes.



MODULE 4 – FRAMEWORKS

Build Systems That Run the Shop

WHY THIS MATTERS

Most shops don't fail because of bad craftsmanship — they fail because of chaos.

Every day is a new fire, a new surprise, a new “we'll do better next time.”

Frameworks fix that.

Frameworks are **repeatable systems** that make your business predictable, even when you're not in the shop.

They let you:

- ✓ Produce consistent results without constant oversight.
- ✓ Spot problems before they become crises.
- ✓ Scale your business without losing control.

This is where you stop *running around* and start *running the business*.

WHAT YOU'LL NEED

- Notes from your Baseline Snapshot (especially your lowest-rated systems).
- A printer or Google Sheets for creating your checklists.
- 2–3 focused sessions of 60 minutes each.

STEP 1 – ESTABLISH YOUR WEEKLY RHYTHM

You can't manage what you never review. A simple rhythm keeps everything aligned.

The Core Meetings

<u>Rhythm</u>	<u>Purpose</u>	<u>Duration</u>
Monday Board Review	Review jobs in progress, upcoming installs, and bottlenecks.	20 min
Daily Huddle (optional)	Quick check: what's done, what's next, what's stuck.	10 min
Thursday Cash Check	Review receivables, payables, and upcoming expenses.	15 min
Friday Wrap-Up	Celebrate wins, note problems to fix next week.	10 min

Keep these short and consistent. Consistency beats length every time.

Extra space if needed

STEP 2 – MAP YOUR LEAD → QUOTE → JOB FLOW

This is the backbone of your business process. Every shop needs a clear path from first contact to final invoice.

Basic Flow Example

Lead → Qualification → Site Measure → Quote → Approval →
Production → Install → Follow-Up

Your Flow:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

Write each step on a whiteboard or wall — everyone on your team should know it by heart.

Extra space if needed

STEP 3 – CREATE YOUR JOB COSTING TEMPLATE

Every job teaches a lesson — but only if you measure it.

Use a simple after-action sheet for each completed job:

Category	Estimated	Actual	Difference	Notes
Labor Hours	_____	_____	_____	_____
Material Cost	_____	_____	_____	_____
Hardware / Outsourced	_____	_____	_____	_____
Finishing	_____	_____	_____	_____
Total Cost	_____	_____	_____	_____
Actual Margin (%)	_____	_____	_____	_____

Compare estimated vs. actual on every project. Small tweaks here = big profit gains later.

STEP 4 – BUILD YOUR PRODUCTION CHECKLISTS

Checklists turn experience into consistency.

Even the best crew misses steps when things get busy.

Create one checklist for each phase:

- **Cutlist & Staging Checklist** (material verified, hardware pulled, finish confirmed)
- **Install Pack Checklist** (drawings, hardware bags, touch-up kit, client sign-off form)
- **Final QA Checklist** (alignment, finish, hardware function, cleanup, photos taken)

Print and laminate your checklists — they'll outlast a thousand reminders.

Extra space if needed

STEP 5 – SET UP YOUR SHOP DASHBOARD (SIMPLE WHITEBOARD SYSTEM)

You don't need software to stay organized — a whiteboard works.

Example Columns

Column	Description
Leads	Name, date, source
Quotes Sent	Date sent, value
Approved Jobs	Scheduled week, deposit received
In Production	Stage, notes
Ready for Install	Date, crew assigned
Completed / Paid	Job closed, invoice #

Update it during your Monday meeting. This single board becomes your “command center.”

BONUS – TEAM COMMUNICATION FRAMEWORK

If you have a crew, simple communication rules prevent chaos:

- 1 **Morning 5-Minute Plan:** Review day's targets and tasks.
 - 2 **One Contact Rule:** Each job has one point of contact — no mixed messages.
 - 3 **End-of-Day Debrief:** Quick recap of what's done and what's next.
- ✓ Write these on a poster or whiteboard near the clock-in area.
-

✓ DEFINITION OF DONE

- Weekly rhythm defined and scheduled.
- Lead → Job flow mapped and visible.
- Job costing template completed.
- Checklists created for key phases.
- Whiteboard dashboard set up.
- Team communication rules posted (if applicable).

Once these boxes are checked, your business has its **operational backbone**.

You'll sleep better knowing your shop can run without constant firefighting.

NEXT STEP

Your systems are starting to run the business for you.

Next, we'll tackle **Innovation** — how to keep improving, testing, and finding profit wins month after month.



MODULE 6 – INNOVATION

Test, Learn, and Improve

WHY THIS MATTERS

The most successful shops don't get everything perfect — they get everything **improving**.

Innovation isn't about inventing new products; it's about finding small, repeatable tweaks that create better results.

A shop that tests and learns every month will always outperform one that stays “busy doing the same thing.”

This module shows you how to install a **continuous improvement loop** — so your business never drifts back into old habits.

WHAT YOU'LL NEED

- Your bottlenecks list from Module 1.
 - Notes from your Frameworks (Module 5).
 - 45–60 minutes.
-

STEP 1 – CHOOSE ONE BOTTLENECK TO FIX

Look back at your Baseline Scorecard.

Which issue, if fixed, would have the biggest positive impact *this month*?

Bottleneck to Fix: _____

Examples

- Quotes take too long to send.
- Install crews wait on missing parts.
- Jobs finish but invoices sit unbilled.

Pick **one**. You're not rebuilding everything — you're running an experiment.

Extra space if needed

STEP 2 – DESIGN A 2-WEEK TEST PLAN

Element	Your Notes
Hypothesis	“If we _____, then we’ll _____.”
Change to Test	_____
Metric to Measure	(e.g., quote turnaround time, rework %, cash-in timing)
Start Date	_____
End Date	_____
Owner	_____

Keep it simple. You’re testing one improvement at a time.

Extra space if needed

STEP 3 – TRACK RESULTS

At the end of two weeks, record what happened.

Metric	Before	After	Notes
---------------	---------------	--------------	--------------

What Worked? _____

What Didn't? _____

- If the change worked — lock it in as your new standard.
If not, adjust and run the next test.

Extra space if needed



STEP 4 – GATHER CUSTOMER FEEDBACK

Ask three short questions after every job:

- 1] What did we do really well?
- 2] What could we have done better?
- 3] Would you recommend us to a friend (1-10)?

Collect answers weekly. Patterns reveal what to fix or repeat.

STEP 5 – CREATE A REFERRAL OR REVIEW TRIGGER

Happy customers are your best marketing system.

Use a simple follow-up message the day after install:

“Thanks again for choosing [Shop Name].

If you’re happy with your project, we’d really appreciate a quick review or referral.

Here’s the link: [Insert Google / Facebook Review Link].”

Tip: Some clients have a hard time writing reviews. Offer to do it for them. Ask a few questions about their experience, write the review and send it to them for approval.

- ✓ Make this automatic — part of your install close-out checklist.
-

✓ DEFINITION OF DONE

- One bottleneck chosen.
- Two-week test plan written.
- Results tracked and reviewed.

- Customer feedback collected.
- Referral / review trigger installed.

When these are complete, you've installed a living improvement system — small fixes that compound into major profit over time.

NEXT STEP

You now have a rhythm for constant progress.

In the next (and final) pillar, we'll turn this into a **90-Day Execution Plan** so every improvement sticks and momentum never fades.

MODULE 7 – TIMING

Build a 90-Day Execution Plan

WHY THIS MATTERS

A great plan without a timeline is just a wish.

Most cabinet shops run week-to-week, reacting to problems. This module installs a **90-day cadence** — short enough to stay focused, long enough to create real results.

It's how you turn everything you've learned in the P.R.O.F.I.T. System into consistent action.

WHAT YOU'LL NEED

- Your notes and completed worksheets from all previous modules.
 - A calendar (digital or paper).
 - 60–90 minutes for planning, then 15 minutes weekly to review.
-

STEP 1 – CHOOSE YOUR 3 OBJECTIVES

Look back at your bottlenecks and wins.
Pick **three priorities** you can realistically complete in the next 90 days — one from different pillars if possible.

Objective #	Description	Pillar	Why It Matters
1			
2			
3			

Focus on **impact**, not volume.
If you finish all three, you'll have made measurable progress.

Extra space if needed

STEP 2 – DEFINE KEY RESULTS & METRICS

Turn each objective into something you can count.

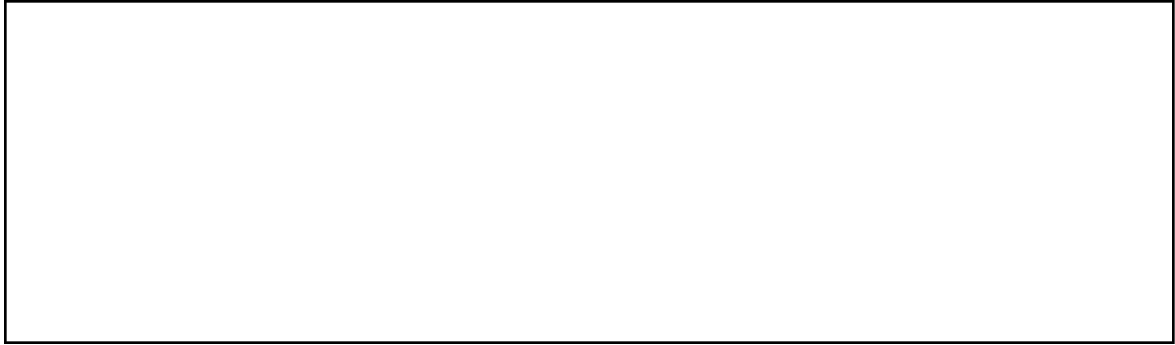
Objective	Key Result #1	Key Result #2	Metric / Target
1			
2			
3			

Examples

- “Reduce quote turnaround from 5 days → 2 days.”
- “Increase gross margin from 32 % → 38 %.”
- “Generate 5 referrals / month.”

✓ Every KR must have a number. If you can’t measure it, you can’t manage it.

Extra space if needed



STEP 3 – BLOCK YOUR WEEK

Protect time to *work on the business*, not just in it.

Recommended rhythm:

- Two × 90-minute blocks per week for implementation.
- One short Friday review (15 min).

Day	Time Block	Focus Area
Monday		
Tuesday		
Wednesday		
Thursday		

Friday
(Review)

✓ Treat these like jobsite appointments — non-negotiable.

STEP 4 – RUN WEEKLY REVIEWS

Every Friday (or last workday):

- 1 Open your 90-Day Plan.
- 2 Check what's completed and what slipped.
- 3 Note blockers or decisions needed.
- 4 Plan next week's two focus blocks.

Questions to ask:

- What's one win from this week?
- What didn't go as planned?
- What's the single most important thing for next week?

Keep each review under 15 minutes. The goal is rhythm, not reflection marathons.

Extra space if needed

STEP 5 – DO A 90-DAY RETROSPECTIVE

At the end of each 90 days, step back and measure progress.

Area	Starting Metric	Current Metric	Change %	Notes
Revenue				
Gross Margin				
Hours Worked / Week				
Bottleneck #1 Fixed?		<input type="checkbox"/> Yes <input type="checkbox"/> No		

Then answer:

- What worked best this quarter?
- What will I double down on next quarter?
- What new bottleneck appeared?

Celebrate progress — even 10 % better is major in this business.

Extra space if needed



✓ DEFINITION OF DONE

- Three objectives chosen.
- Key results and metrics defined.
- Weekly time blocks scheduled.
- First Friday review completed.
- Retrospective template set for Day 90.

When these are checked, you've built a **90-day operating rhythm** — the heartbeat of predictable profit.

NEXT STEP – WRAP-UP

You now have all six pillars installed:

**P – Positioning R – Revenue O – Offers F – Frameworks I – Innovation
T – Timing**

In the final section, we'll close the loop with a short **Review & Refocus** process so you can compare your new results to your Baseline Snapshot and plan your next 90 days.



MODULE 8 – WRAP-UP

Review and Refocus

WHY THIS MATTERS

The fastest way to lose progress is to move on without measuring it.

Reflection turns experience into strategy.

By taking a short pause to review where you started and where you are now, you:

- ✓ See clear proof that the system works.
- ✓ Identify what's truly driving your growth.
- ✓ Set new priorities based on evidence, not emotion.

This final module helps you finish strong — and start your next 90-day cycle with clarity and confidence.

WHAT YOU'LL NEED

- Your **Baseline Snapshot** from Module 1.
 - All completed worksheets from each module.
 - 30–45 minutes of quiet time — ideally with your numbers handy.
-

STEP 1 – COMPARE YOUR NEW METRICS

Use the same categories you recorded at the start.

Metric	Baseline	Now	Change
Annual Revenue (projected)			
Average Gross Margin (%)			
Average Net Profit (%)			
Average Job Value (\$)			
Hours You Work / Week			
# of Jobs in Production			
Repeat / Referral Rate (%)			

✔ Highlight every positive change — even small ones count. Improvement compounds.

STEP 2 – REVIEW YOUR SYSTEM SCORES

Return to your Systems Health Check from Module 1 and re-rate each area.

Area	Before	Now	Notes
Pricing / Estimating System			
Production Workflow			
Lead Generation Process			
Financial Visibility			
Team Accountability			

✔ If a category is still low, make it your next quarter’s focus.

STEP 3 – REFLECT ON YOUR WINS

Answer these short questions honestly.

- What specific results are you most proud of?

- What systems made the biggest difference?

- What surprised you most?

- How does your business feel different now compared to 90 days ago?

Write in full sentences. Seeing progress in your own words reinforces it.

Extra space if needed

STEP 4 – IDENTIFY YOUR NEXT 3 PRIORITIES

Improvement never stops — it just levels up.
Pick the next three items you'll tackle in your next 90-day plan.

Priority	Pillar	Why It Matters
----------	--------	----------------

1		
---	--	--

2		
---	--	--

3		
---	--	--

These become the foundation for your next **Timing (90-Day Execution)** cycle.

Extra space if needed

STEP 5 – CELEBRATE YOUR PROGRESS

Don't skip this.

Take a moment to appreciate what you've built.

- Review your first Baseline Snapshot — notice how far you've come.
- Share a win with your team or family.
- Write one short sentence below to close the loop:

“Because I committed to installing the Profit System, I now have _____.”

That statement marks the end of one cycle — and the start of the next.

Extra space if needed

✔ DEFINITION OF DONE

- Baseline metrics re-measured.
- Systems re-rated.
- Reflection questions answered.
- Three new priorities chosen.
- Completion statement written.

When these boxes are checked, you've officially completed **The Profit System Implementation Guide**.

Your business now runs on systems, not stress — and that's what predictable profit feels like.

FINAL MESSAGE

You've done what most shop owners never do — you built the business side of your craft with the same precision you bring to your cabinetry.

Keep working this system, 90 days at a time.

Each cycle will bring more profit, more control, and more freedom.

“Progress beats perfection. Try it, learn from it, adjust it, and repeat it.”

Now get back in the shop — you've got a system to run.



THANK YOU & NEXT STEPS

You've Installed The Profit System

If you've reached this page, you've done what most shop owners never will — you stopped guessing, slowed down long enough to look under the hood of your business, and built a system that creates predictable profit.

That deserves recognition.

Whether you're a one-person shop or managing a small crew, you've proven that craftsmanship and business systems can coexist — and together, they make you unstoppable.

WHAT HAPPENS NEXT

1) Keep running 90-day cycles.

Each quarter, open this guide, revisit your Baseline Snapshot, and set three new objectives.

The system compounds — every small win builds on the last.

2) Keep your Frameworks alive.

The checklists, rhythm meetings, and dashboards only work if you keep using them.

Make them part of your shop culture — not a “project,” but the way you do business.

3) Keep learning.

The more you measure, test, and refine, the more control you'll have over your numbers, your time, and your freedom.

STAY CONNECTED

The Profit System is part of **The Business of Cabinetry**, a growing community and resource hub for cabinetmakers who want to master the business side of their craft.

👉 Visit **businessofcabinetry.com** to:

- Access free tools and articles.
- Join the newsletter for regular insights.
- Learn about advanced programs and templates.

FINAL WORD

“Your craftsmanship got you here.
Your systems will take you the rest of the way.”

Thank you for trusting me to guide you through this process.
Now go build your business with the same pride and precision you bring to your workbench every day.

David W Baker
Founder, *The Business of Cabinetry*
Creator of *The Profit System*