

# **SubShield: The \$100K/Month Battle Plan**

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## **From Server to \$100K MRR in 12 Months**

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**Your Starting Point:** - No technical skills - No sales skills - No capital - No domain expertise - Unlimited hunger

**Your Targets:** - Month 6: \$16K/month (Quit Hillstone forever) - Month 9: \$50K/month (Retire one parent) - Month 12: \$100K/month (Retire both parents, surpass your father)

**The Math That Gets Us There:** \$100K/month requires a combination of: - High-volume SaaS (\$40-50K MRR) - High-ticket services (\$30-40K/month) - Premium/Enterprise accounts (\$15-20K MRR)

This is not a single-product business. This is an ecosystem.

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## **SECTION 1: THE SUBSHIELD ECOSYSTEM**

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You're not building one product. You're building a **subcontractor protection empire** with multiple revenue streams that compound.

## Revenue Stream 1: SubShield SaaS (Core Product)

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The AI-powered contract analyzer.

Tier	Price	Target Users	Monthly Revenue
Free	\$0	Lead magnet	\$0
Pro	\$49/mo	Individual subs	$500 \times \$49 = \$24,500$
Team	\$99/mo	Small companies	$100 \times \$99 = \$9,900$
Business	\$249/mo	Mid-size subs	$30 \times \$249 = \$7,470$
<b>SaaS Total</b>		<b>630 accounts</b>	<b>\$41,870/month</b>

## Revenue Stream 2: Done-For-You Services

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Human-powered contract review and negotiation support.

Service	Price	Monthly Volume	Monthly Revenue
Contract Review	\$497	20 reviews	\$9,940
Monthly Retainer	\$997/mo	15 clients	\$14,955

Service	Price	Monthly Volume	Monthly Revenue
Premium Retainer	\$2,497/mo	5 clients	\$12,485
<b>Services Total</b>			<b>\$37,380/month</b>

## Revenue Stream 3: Enterprise & Partnerships

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Large accounts and revenue-share deals.

Source	Structure	Monthly Revenue
Enterprise Accounts (3)	\$3,000/mo each	\$9,000
Trade Association Deal (1)	Revenue share	\$5,000
Affiliate/Referral Program	20% commission payouts	\$7,000 gross / ~\$5,500 net
<b>Enterprise Total</b>		<b>\$19,500/month</b>

## Total Month 12 Revenue

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Stream	Monthly
SaaS	\$41,870
Services	\$37,380

Stream	Monthly
Enterprise	\$19,500
<b>TOTAL</b>	<b>\$98,750/month</b>

Round up with a good month: **\$100K+**

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## SECTION 2: THE PRODUCT SUITE

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### Product 1: SubShield Analyzer (Core SaaS)

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#### What It Does

1. User uploads contract PDF
2. AI extracts and analyzes text
3. Identifies 15+ categories of dangerous clauses
4. Generates risk score (1-100)
5. Provides plain-English explanations
6. Creates negotiation scripts for each issue
7. Outputs downloadable report

#### Feature Matrix by Tier

Feature	Free	Pro \$49	Team \$99	Business \$249
Contracts/month	1	10	25	Unlimited

Feature	Free	Pro \$49	Team \$99	Business \$249
Risk score	✓	✓	✓	✓
Issue identification	Top 3 only	All	All	All
Plain English explanations	✗	✓	✓	✓
Negotiation scripts	✗	✓	✓	✓
Downloadable PDF report	✗	✓	✓	✓
Team members	1	1	5	15
Contract storage/history	✗	90 days	1 year	Unlimited
Priority processing	✗	✗	✓	✓
API access	✗	✗	✗	✓
Custom clause library	✗	✗	✗	✓
Dedicated support	✗	Email	Email + Chat	Phone + Slack

## The AI Analysis Engine

The prompt that powers everything:

```
You are an expert construction contract analyst specializing in protecting s
```

```
## YOUR TASK
```

```
Analyze this subcontractor contract and identify every clause that could harm
```

## ## ANALYSIS CATEGORIES

### ### 1. PAYMENT TERMS

Analyze and identify:

- Pay-if-paid clauses (contractor only pays if they get paid)
- Pay-when-paid clauses (timing tied to upstream payment)
- Payment timeline (net 30, 45, 60, 90?)
- Conditions that could delay or prevent payment
- Invoice requirements that could be used to reject payment
- Early payment discounts that pressure cash flow

Flag as: CRITICAL / HIGH / MEDIUM / LOW

Explain in plain English what this means for cash flow.

Provide specific alternative language to negotiate.

Give a word-for-word script to discuss with the GC.

### ### 2. RETAINAGE

Analyze and identify:

- Retainage percentage (industry standard is 5%, anything above is aggressive)
- Release conditions (substantial completion? final completion? final payment?)
- Timeline for release after conditions met
- Any provisions that could extend retainage hold

Flag as: CRITICAL / HIGH / MEDIUM / LOW

Calculate: On a \$100K contract, this retainage means \$X held for potentially

Provide negotiation language.

### ### 3. LIEN RIGHTS

Analyze and identify:

- Lien waiver requirements (conditional vs unconditional)
- Timing of waiver requirements (before payment received?)
- Waiver scope (just this payment or all prior work?)
- Any provisions limiting statutory lien rights
- Notice requirements that could void lien rights

Flag as: CRITICAL / HIGH / MEDIUM / LOW

Explain state-specific implications if state is identifiable.  
Provide safer alternative waiver language.

#### ### 4. INDEMNIFICATION

Analyze and identify:

- Scope of indemnification (whose negligence is covered?)
- Whether it's mutual or one-sided
- "Broad form" indemnification (including GC's own negligence)
- Insurance implications
- Survival clauses (how long does indemnification last?)

Flag as: CRITICAL / HIGH / MEDIUM / LOW

Explain worst-case scenario in plain English.

Provide mutual indemnification alternative language.

#### ### 5. INSURANCE REQUIREMENTS

Analyze and identify:

- Coverage amounts required (reasonable vs excessive)
- Additional insured requirements
- Waiver of subrogation requirements
- Primary/non-contributory language
- Coverage types that may be hard to obtain
- Cost implications of requirements

Flag as: CRITICAL / HIGH / MEDIUM / LOW

Estimate additional insurance cost if requirements are above standard.

#### ### 6. CHANGE ORDERS

Analyze and identify:

- Written approval requirements before work
- Time limits for submitting change requests (7 days? 3 days?)
- Who can authorize changes
- Pricing methodology for changes
- Provisions that could result in uncompensated extra work
- "Constructive change" provisions

Flag as: CRITICAL / HIGH / MEDIUM / LOW

Provide change order notice template.

### ### 7. SCOPE CREEP PROTECTION

Analyze and identify:

- Scope definition clarity
- "Including but not limited to" expansive language
- Implied work provisions
- Coordination requirements that expand scope
- Clean-up and protection responsibilities

Flag as: HIGH / MEDIUM / LOW

Recommend scope clarification language.

### ### 8. SCHEDULE & DELAYS

Analyze and identify:

- Liquidated damages provisions
- Daily/weekly damage amounts
- No-damage-for-delay clauses
- Acceleration requirements
- Float ownership
- Notice requirements for delays

Flag as: CRITICAL / HIGH / MEDIUM / LOW

Calculate maximum exposure under liquidated damages.

### ### 9. TERMINATION

Analyze and identify:

- Termination for convenience (can they cancel anytime?)
- Cure periods for alleged default
- Payment upon termination
- Return of materials/equipment provisions
- Survival of obligations after termination

Flag as: HIGH / MEDIUM / LOW

Explain termination exposure.

### ### 10. DISPUTE RESOLUTION

Analyze and identify:

- Mandatory arbitration vs litigation
- Arbitration rules (AAA? JAMS? Ad hoc?)
- Venue/location requirements
- Attorney fee provisions
- Mediation requirements
- Limitation of actions periods

Flag as: MEDIUM / LOW

Note cost implications of required venue/process.

### ### 11. WARRANTY

Analyze and identify:

- Warranty period length
- Scope of warranty obligations
- Call-back and repair requirements
- Extended warranties beyond statutory
- Warranty tied to GC's obligations upstream

Flag as: HIGH / MEDIUM / LOW

Compare to industry standard.

### ### 12. SAFETY & COMPLIANCE

Analyze and identify:

- Safety program requirements
- Drug testing requirements
- OSHA compliance obligations
- Documentation requirements
- Penalties for non-compliance

Flag as: MEDIUM / LOW

Note any unusual compliance costs.

### ### 13. ASSIGNMENT & SUBCONTRACTING

Analyze and identify:

- Restrictions on assigning contract
- Restrictions on using sub-subcontractors

- Approval requirements
- Flow-down provisions

Flag as: MEDIUM / LOW

### ### 14. DOCUMENT PRECEDENCE

Analyze and identify:

- Order of precedence for contract documents
- Which document controls in conflicts
- Incorporation of documents by reference you haven't seen

Flag as: MEDIUM / LOW

Recommend requesting all referenced documents.

### ### 15. HIDDEN TRAPS

Identify any other provisions that could:

- Create unexpected liability
- Limit legitimate claims
- Create unfair advantages for the GC
- Conflict with state law
- Be unenforceable but create chilling effects

## ## OUTPUT FORMAT

### ### EXECUTIVE SUMMARY

- Overall Risk Score: [1-100]
- Recommendation: [SIGN AS-IS / NEGOTIATE THESE POINTS / WALK AWAY]
- Top 3 concerns requiring immediate attention
- Estimated financial exposure from problematic clauses

### ### DETAILED FINDINGS

For each issue found:

1. \*\*Clause Location\*\*: [Section/Paragraph reference]
2. \*\*Exact Language\*\*: [Quote the problematic text]
3. \*\*Risk Level\*\*: [CRITICAL/HIGH/MEDIUM/LOW]
4. \*\*Plain English Explanation\*\*: [What this actually means]
5. \*\*Worst Case Scenario\*\*: [What could happen]

6. \*\*Recommended Alternative Language\*\*: [Specific replacement text]
7. \*\*Negotiation Script\*\*: [Exact words to say to the GC]

### ### NEGOTIATION PRIORITY MATRIX

List issues in order of:

1. Highest risk + easiest to negotiate (tackle first)
2. Highest risk + harder to negotiate (important battles)
3. Medium risk items (if you have leverage)
4. Low priority (mention if relationship allows)

### ### STATE-SPECIFIC NOTES

If state is identifiable, note:

- Relevant lien law deadlines
- Anti-indemnity statute implications
- Pay-if-paid enforceability in this state
- Any other state-specific protections or concerns

## Product 2: SubShield Vault (Upsell Feature)

### What It Does

- Stores all analyzed contracts
- Tracks key dates (notice deadlines, warranty periods)
- Sends automated reminders
- Shows portfolio risk score across all contracts
- Identifies GCs you've had issues with

### Pricing

- Included free in Team and Business tiers
- \$19/month add-on for Pro tier
- Creates stickiness and upgrades

## **Product 3: SubShield Templates (Future Add-on)**

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### **What It Does**

- Library of subcontractor-friendly contract templates
- Response templates for common GC pushback
- State-specific lien notice templates
- Change order request templates
- Delay notice templates

### **Pricing**

- \$29/month add-on
  - Or included in Business tier
  - Launch Month 4-5
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## **SECTION 3: SERVICE OFFERINGS**

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### **Service 1: Express Contract Review - \$497**

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#### **What's Included**

- Human review of contract (you + AI)
- 24-hour turnaround
- Written report (PDF)
- 15-minute video walkthrough (Loom)
- One round of follow-up questions (email)

## **Delivery Process**

1. Customer submits contract via portal
2. You run through SubShield AI
3. You review AI output, add human insights
4. You record Loom walking through findings
5. You send PDF report + Loom link
6. You answer follow-up questions

## **Time Investment**

- 45-60 minutes per review
- At \$497, that's \$500-660/hour effective rate

## **Upsell Path**

- After delivery, pitch Monthly Retainer
- "You've got 3 more contracts coming this month? The retainer would save you \$500+"

## **Service 2: Monthly Retainer - \$997/month**

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### **What's Included**

- Up to 10 contract reviews/month
- 48-hour turnaround (not 24, you need breathing room)
- Direct access via email/text
- Monthly 30-minute strategy call
- Priority support
- Quarterly "Contract Health Checkup" report

### **Ideal Client**

- Subcontractor doing \$1-3M/year

- Signs 5-15 contracts per month
- Has been burned before
- Values time over money

## Capacity

- Each retainer client = ~5 hours/month
- You can handle 10-12 yourself
- Beyond that, hire a trained contractor

## Upsell Path

- After 3 months, pitch Premium Retainer
- "I noticed you've had 3 contracts that needed negotiation calls. Premium includes me on those calls."

## Service 3: Premium Retainer - \$2,497/ month

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### What's Included

- Unlimited contract reviews
- Same-day turnaround
- Direct phone/text/email access
- Weekly 30-minute call
- You join negotiation calls with GCs (virtually)
- Quarterly contract template customization
- Annual "preferred contract terms" document for their GCs
- Dedicated Slack channel

### Ideal Client

- Subcontractor doing \$3-10M/year
- Signs 15-30 contracts per month

- Has dedicated estimator/PM
- Sees this as cost of doing business
- Has lost significant money to contract issues

## Capacity

- Each premium client = ~10-12 hours/month
- You can handle 5 yourself max
- High-touch but high-margin

## Upsell Path

- Enterprise annual contract
- Trade association introduction (referral fee)

# Service 4: Enterprise Consulting - \$3,000+/month

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## What's Included

- Everything in Premium
- Multi-user SubShield Business accounts
- Custom AI training on their specific contract patterns
- Quarterly on-site (or virtual) contract training for their team
- Integration with their project management software
- Custom reporting and analytics

## Ideal Client

- Subcontractor doing \$10M+/year
- Multiple estimators/PMs
- Formal processes
- Sees contract risk management as strategic

## Capacity

- Max 5-7 enterprise clients
  - May need to bring in part-time help
  - High barrier to churn
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# SECTION 4: THE 12-MONTH ROADMAP

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## PHASE 1: VALIDATION (Weeks 1-2)

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### Week 1: Foundation

**Day 1 (Today)** - [ ] Buy domain: subshield.io (or .app/.co) - [ ] Create ConvertKit account (free) - [ ] Create Carrd account (\$19/year) - [ ] Create Reddit account (if needed) - [ ] Join: r/electricians, r/Construction, r/HVAC, r/Plumbing - [ ] Order "Quit Getting Screwed" by Karalynn Cromeens on Amazon

**Day 2** - [ ] Build landing page on Carrd - [ ] Headline: "Stop Signing Contracts That Screw You" - [ ] Connect ConvertKit email capture - [ ] Publish landing page - [ ] Read 30 Reddit posts about subcontractor/GC issues - [ ] Document language patterns in Google Doc

**Day 3** - [ ] Join 5 Facebook groups for subcontractors - [ ] Create LinkedIn profile optimized for construction/contracts - [ ] Connect with 20 subcontractors on LinkedIn - [ ] Continue Reddit research (30 more posts) - [ ] Start reading Karalynn's book

**Day 4** - [ ] Write first Reddit comment (helpful, no promotion) - [ ] Write second Reddit comment - [ ] Engage in 2 Facebook group discussions - [ ] Research 10 subcontractor contracts online (find examples) - [ ] Continue reading book

**Day 5** - [ ] Write 3 Reddit comments (building karma) - [ ] Post helpful tip in Facebook group - [ ] Send 10 LinkedIn connection requests to subcontractors - [ ] Draft your "origin story" (why you care about this problem) - [ ] Finish reading book

**Day 6** - [ ] Analyze your research: What are the top 5 pain points? - [ ] Refine landing page copy based on language you've learned - [ ] Write 3 more Reddit comments - [ ] Engage in Facebook groups - [ ] Create list of 50 subcontractors to reach out to

**Day 7** - [ ] Send first cold outreach messages (10 on LinkedIn) - [ ] Continue Reddit engagement - [ ] Post in one Facebook group (value-only) - [ ] Review email signups - how many so far? - [ ] Adjust strategy based on early feedback

## Week 2: Validate Demand

**Days 8-10** - [ ] Send 10 cold messages per day on LinkedIn - [ ] Post valuable content on Reddit (not promotional) - [ ] Engage in Facebook groups daily - [ ] Track email signups religiously - [ ] Have 5+ conversations with subcontractors (DMs or calls) - [ ] Ask everyone: "How do you currently review contracts?"

**Days 11-14** - [ ] Create Twitter/X account (construction focus) - [ ] Write first LinkedIn post about contract dangers - [ ] Offer free contract reviews to anyone interested - [ ] Complete 3-5 free manual reviews using Claude - [ ] Document feedback from each review - [ ] Refine your analysis process

**Week 2 Checkpoint** | Metric | Minimum | Good | Great |  
|-----|-----|-----|-----| Email signups | 50 | 100 | 200+ | |  
Conversations had | 10 | 20 | 30+ | | Free reviews completed | 3 | 5  
| 10+ | | "Would you pay?" Yes responses | 2 | 5 | 10+ |

**Decision Point:** - Hit minimums → Proceed to Phase 2 - Below minimums → Pivot messaging, try different channels, repeat Week 2

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## PHASE 2: MANUAL MVP + FIRST REVENUE (Weeks 3-6)

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### Week 3: Concierge Service Launch

**Goal:** Get first paying customer

**Days 15-17** - [ ] Email entire waitlist: "Beta launch - 50% off for life" - [ ] Offer \$247 contract reviews (normally \$497) - [ ] Offer \$497/month retainers (normally \$997) - [ ] Create simple Stripe payment link - [ ] Create Google Form for contract submission - [ ] Set up dedicated email for SubShield

**Days 18-21** - [ ] Complete all paid reviews within 24 hours - [ ] Record Loom video for each review - [ ] Follow up for testimonials - [ ] Continue outreach (20 messages/day) - [ ] Post on Reddit/LinkedIn about "what I learned reviewing contracts this week"

**Week 3 Revenue Target: \$500-1,000** - 2 contract reviews at \$247 = \$494 - OR 1 retainer at \$497 = \$497

### Week 4: Systematize Manual Process

**Days 22-25** - [ ] Create contract review SOP (Standard Operating Procedure) - [ ] Build Google Doc templates for deliverables - [ ] Create Loom recording checklist - [ ] Set up Calendly for strategy calls - [ ] Create Notion dashboard for tracking clients - [ ] Begin documenting FAQs

**Days 26-28** - [ ] Complete 5+ paid reviews - [ ] Sign 2+ retainer clients - [ ] Gather 3+ testimonials - [ ] Update landing page with testimonials - [ ] Write case study from best client result

**Week 4 Revenue Target: \$1,500-2,500** - 3 reviews × \$247 = \$741 - 2 retainers × \$497 = \$994 - Total: \$1,735

## **Week 5: Scale Outreach**

**Days 29-32** - [ ] Increase LinkedIn outreach to 30/day - [ ] Post on LinkedIn 5x this week - [ ] Write first long-form Reddit post (valuable, subtle promo) - [ ] Start cold email campaign (find emails via Hunter.io) - [ ] Reach out to 3 construction podcasts about guesting

**Days 33-35** - [ ] Analyze which channel is working best - [ ] Double down on top performer - [ ] Create referral incentive for existing customers - [ ] Raise prices slightly (testing) - [ ] Plan product build for next phase

**Week 5 Revenue Target: \$3,000-4,000** - 5 reviews × \$297 = \$1,485 - 4 retainers × \$497 = \$1,988 - Total: \$3,473

## **Week 6: Product Preparation**

**Days 36-40** - [ ] Sign up for Bubble.io - [ ] Complete Bubble crash course (YouTube/tutorials) - [ ] Map out MVP features - [ ] Set up Anthropic API account - [ ] Set up Stripe account properly - [ ] Design basic user flow

**Days 41-42** - [ ] Continue servicing existing clients - [ ] Hit 10 total retainer clients target - [ ] Document every customer question/objection - [ ] Prepare for product build sprint

**Week 6 Revenue Target: \$5,000-6,000** - 6 reviews × \$397 = \$2,382 - 6 retainers × \$597 = \$3,582 - Total: \$5,964

**Phase 2 Checkpoint (End of Week 6)** | Metric | Target | Stretch |  
-----|-----|-----| | Monthly Revenue | \$5,000 | \$8,000 | |  
Retainer Clients | 6 | 10 | | Reviews Completed | 20+ | 35+ | | Email  
List | 300 | 500 | | Testimonials | 5 | 10 |

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# PHASE 3: BUILD THE PRODUCT (Weeks 7-10)

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## Week 7-8: Bubble MVP

**Week 7 Tasks** - [ ] Build user authentication (signup/login) - [ ] Build PDF upload functionality - [ ] Connect to Claude API - [ ] Build basic results display page - [ ] Implement Stripe payment (Pro tier only) - [ ] Test with 5 contracts from your manual reviews

**Week 8 Tasks** - [ ] Build dashboard (contracts reviewed, history) - [ ] Add usage tracking (contracts this month) - [ ] Build pricing page - [ ] Implement free tier (1 review/month) - [ ] Bug fixes and polish - [ ] Beta test with 5 friendly customers

**Continue During Build** - [ ] Service existing retainer clients (don't neglect!) - [ ] Accept new one-time reviews (revenue doesn't stop) - [ ] Post content 3x/week minimum - [ ] Maintain outreach (reduced but steady)

## Week 9: Beta Launch

**Days 57-60** - [ ] Email waitlist: "SubShield is live - founding member pricing" - [ ] Founding member offer: \$29/month for life (normally \$49) - [ ] Goal: 50 paying SaaS customers - [ ] Set up Intercom or Crisp for customer support chat - [ ] Monitor for bugs aggressively

**Days 61-63** - [ ] Fix critical bugs same-day - [ ] Collect feedback via short survey - [ ] Identify top 3 feature requests - [ ] Celebrate first SaaS revenue!

**Week 9 Revenue Target: \$8,000-10,000** - 30 SaaS × \$29 = \$870 - 8 retainers × \$697 = \$5,576 - 6 reviews × \$397 = \$2,382 - Total: \$8,828

## **Week 10: Iterate & Improve**

**Days 64-70** - [ ] Implement top 2 feature requests - [ ] Improve AI prompt based on feedback - [ ] Add Team tier (\$99) - [ ] Create onboarding email sequence (5 emails) - [ ] Build referral program into product - [ ] Push for 100 total SaaS customers

**Week 10 Revenue Target: \$12,000-14,000** - 80 SaaS avg \$35 = \$2,800 - 10 retainers × \$697 = \$6,970 - 8 reviews × \$397 = \$3,176 - Total: \$12,946

**Phase 3 Checkpoint (End of Week 10)** | Metric | Target | Stretch  
| |-----|-----|-----| | Monthly Revenue | \$12,000 | \$16,000  
| | SaaS Customers | 80 | 120 | | Retainer Clients | 10 | 15 | | MRR |  
\$8,000 | \$12,000 |

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## **PHASE 4: SCALE TO HILLSTONE FREEDOM (Weeks 11-14)**

### **Week 11-12: Growth Sprint**

**Week 11 Focus: SaaS Growth** - [ ] Launch Product Hunt (prepare assets, schedule) - [ ] Guest on first construction podcast - [ ] Write 5 SEO blog posts - [ ] Launch affiliate program (20% commission) - [ ] Partner with first construction bookkeeper/accountant - [ ] Target: 150 SaaS customers

**Week 12 Focus: Service Scale** - [ ] Raise service prices - One-time review: \$497 → \$597 - Monthly retainer: \$697 → \$997 - Premium retainer: Launch at \$2,497 - [ ] Hire first VA (\$5/hr, 20hrs/week = \$400/month) - [ ] VA handles: Customer support, scheduling, basic admin - [ ] Target: 15 retainer clients

### **Week 13-14: Optimize & Systematize**

**Week 13 Focus: Systems** - [ ] Document all processes in Notion - [ ] Create training materials for VA - [ ] Set up proper bookkeeping

(Wave or QuickBooks) - [ ] Automate onboarding emails - [ ]  
Automate invoice reminders - [ ] Create monthly reporting dashboard

**Week 14 Focus: Push to \$16K** - [ ] Launch Business tier (\$249) -  
[ ] Reach out to 10 potential enterprise clients - [ ] Sign first  
Premium Retainer client - [ ] Identify first trade association target -  
[ ] Analyze: What's working? What's not?

**Week 14 Revenue Target: \$16,000+** | Stream | Calculation |  
Revenue | -----|-----|-----| | SaaS (200 customers) |  
 $150 \times \$49 + 40 \times \$99 + 10 \times \$249$  | \$12,300 | | Retainers (15 clients) |  
 $12 \times \$997 + 3 \times \$2,497$  | \$19,455 | | One-time reviews |  $10 \times \$497$  |  
\$4,970 | | **Total** | | **\$36,725** |

Wait - that's way over \$16K. Let me recalculate conservatively:

**Conservative Week 14:** | Stream | Calculation | Revenue |  
|-----|-----|-----| | SaaS (120 customers) |  $100 \times \$49 + 20 \times \$99$  | \$6,880 | | Retainers (10 clients) |  $8 \times \$997 + 2 \times \$2,497$  |  
\$12,970 | | One-time reviews |  $6 \times \$497$  | \$2,982 | | **Total** | |  
**\$22,832** |

**EITHER WAY: YOU QUIT HILLSTONE.**

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## **PHASE 5: SCALE TO \$50K (Weeks 15-26 / Months 4-6)**

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### **Month 4 Priorities**

**SaaS Growth** - Target: 300 SaaS customers - Launch annual plans (20% discount = better cash flow) - Add SubShield Vault feature - Improve AI accuracy based on feedback - SEO starting to kick in

**Service Growth** - Target: 20 retainer clients - 5 Premium retainers - Hire part-time contract reviewer (\$25/hr contractor) - Create service delivery playbook

**Enterprise Push** - Sign first enterprise client (\$3,000/month) - Attend virtual construction conference - Speak at trade association webinar

**Month 4 Revenue Target: \$35,000** | Stream | Revenue |  
|-----|-----| | SaaS | \$15,000 | | Retainers | \$25,000 | | One-time | \$5,000 | | Enterprise | \$3,000 | | **Total** | **\$48,000** |

## Month 5 Priorities

**SaaS Growth** - Target: 450 SaaS customers - Launch Team tier marketing push - Partnership with accounting software - Launch SubShield Templates add-on - Affiliate program driving referrals

**Service Excellence** - Target: 25 retainer clients - 8 Premium retainers - Second contractor hired - Service margins optimized

**Enterprise Expansion** - Sign 2 more enterprise clients - First trade association partnership live - Speaking at industry events

**Month 5 Revenue Target: \$50,000** | Stream | Revenue |  
|-----|-----| | SaaS | \$22,000 | | Retainers | \$32,000 | | One-time | \$4,000 | | Enterprise | \$9,000 | | **Total** | **\$67,000** |

## Month 6 Priorities

**The Milestone Month** - Cross \$50K MRR - Hire first full-time employee (Customer Success) - Systemize everything - Begin planning for \$100K push

**Month 6 Revenue Target: \$50,000+ MRR** This means: Recurring revenue (SaaS + retainers) = \$50K One-time revenue is bonus on top.

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# PHASE 6: SCALE TO \$100K (Months 7-12)

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## Month 7-8: Enterprise Focus

**The Enterprise Playbook** Enterprise clients at \$3,000/month are efficient:  
- One enterprise = 60 Pro SaaS customers  
- Less support overhead  
- Higher retention  
- Referrals to other large subs

**Targets:** - 10 enterprise clients  $\times$  \$3,000 = \$30,000/month - This requires dedicated enterprise sales effort - Hire part-time sales contractor (commission-based)

**Activities:** - Cold outreach to top 100 subcontractors in target states  
- Partner with construction attorneys for referrals - Sponsor trade association newsletters - Speak at AGC/ABC chapter meetings - Case studies from existing enterprise clients

## Month 9-10: Partnership Acceleration

**Trade Association Deals** One trade association partnership could add 100+ customers overnight.

**Target Associations:** - NECA (electrical contractors) - 3,000+ member companies - PHCC (plumbing-heating-cooling) - 3,300+ member companies - ACCA (air conditioning contractors) - 60,000+ members - SMACNA (sheet metal) - 4,500+ members - ABC chapters (state-level) - 21,000+ member companies

**Partnership Structure:** - They promote to members via email, newsletter, events - Members get 15-20% discount - You pay 15-20% revenue share - Annual sponsorship fee: \$5,000-15,000

**Target:** - 2 trade association deals live by Month 9 - Generating \$10,000+/month combined

## Month 11-12: The Final Push

**SaaS at Scale** - 650+ SaaS customers - Multiple tiers performing - Annual plans driving cash flow - Churn under 5%

**Services at Scale** - 25+ retainer clients - 10+ premium retainers - 7+ enterprise clients - Team of 3-4 contractors handling delivery

**Revenue Stack - Month 12** | Stream | Details | Revenue |  
|-----|-----|-----| | SaaS Pro | 450 × \$49 | \$22,050 ||  
SaaS Team | 120 × \$99 | \$11,880 | | SaaS Business | 40 × \$249 |  
\$9,960 | | Monthly Retainers | 18 × \$997 | \$17,946 | | Premium  
Retainers | 8 × \$2,497 | \$19,976 | | Enterprise | 7 × \$3,000 |  
\$21,000 | | One-time Reviews | 15 × \$497 | \$7,455 | | **Total** ||  
**\$110,267** |

**\$110K/month. You did it.**

---

## SECTION 5: MARKETING PLAYBOOK

---

### Channel 1: Reddit (Primary for Months 1-6)

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#### The Subreddits

Subreddit	Members	Activity	Strategy
r/electricians	310K	Very High	Primary focus
r/Construction	180K	High	Good reach
r/HVAC	120K	High	Technical audience
r/Plumbing	95K	Medium	Engaged
r/bluecollar	50K	Medium	Broad
r/smallbusiness	1.5M	Medium	General

Subreddit	Members	Activity	Strategy
r/Entrepreneur	3M	Medium	Broad
r/SaaS	100K	Medium	Founder tips

## Content Strategy

**Week 1-2: Build Karma** - Comment helpfully 10x per day - Never mention your product - Answer questions genuinely - Build reputation

## Week 3-4: Soft Value Posts

Title: What I learned reviewing 20 subcontractor contracts this month

I've been helping subcontractors review contracts and here are the patterns I

1. Pay-if-paid clauses in 85% of contracts
2. Retainage over 10% in 40% of contracts
3. Lien waivers required BEFORE payment in 60%
4. Indemnification that includes GC's negligence in 70%
5. Change order windows under 5 days in 50%

The worst I saw: A concrete sub signed a contract that held retainage until 9

What's the worst contract term you've seen?

## Week 5+: Educational Content

Title: [GUIDE] How to read a subcontractor contract in 10 minutes

I've reviewed hundreds of contracts. Here's the exact process I use:

- STEP 1: Control+F "pay" - Find payment terms
- Look for "pay-if-paid" or "pay-when-paid"
  - Note the payment timeline (Net 30? 45? 60?)

- Check for conditions on payment

STEP 2: Control+F "retain" - Find retainage

- What percentage? (5% is standard, more is aggressive)
- When is it released?
- What are the conditions?

[Continue with full guide]

---

I built a tool that does this automatically if anyone's interested. DM me for

## Reddit Rules

- Never spam links
- Always provide value first
- Disclose if sharing your own product
- One promotional mention per post max
- Build genuine relationships

## Channel 2: LinkedIn (Primary for Months 3-12)

### Profile Optimization

- Headline: "Helping Subcontractors Stop Signing Bad Contracts | Founder @ SubShield"
- Banner: SubShield branding
- About: Your story + what you do + CTA
- Featured: Testimonials, case studies, free resources

## Content Pillars

### Pillar 1: Contract Horror Stories (40%)

A framing contractor called me last week in tears.

He'd signed a contract with a \$2,500/day liquidated damages clause.

The GC delayed the project 3 months - not his fault.

But the contract said he was responsible for delays "regardless of cause."

They're holding \$225,000 of his money.

This clause took 30 seconds to identify. He signed without reading it.

Don't be this contractor.

---

Every contract you sign should take 10 minutes to review. I can show you how.

### Pillar 2: Educational Content (40%)

The 5 words that cost subcontractors millions:

"Pay if and when paid"

This means: If the owner doesn't pay the GC, the GC doesn't pay you.

Even if you did perfect work. Even if it's not your fault.

The GC transfers 100% of their payment risk to you.

What to do instead:

1. Ask for "pay-when-paid" instead (timing-based, not conditional)

2. Set a maximum payment delay (e.g., 60 days regardless)
3. Add: "Payment obligation not contingent on owner payment"

Know what you're signing.

### Pillar 3: Social Proof (20%)

Client win:

A mechanical contractor came to me with a \$3.2M contract.

The AI flagged 11 issues. The big one: Broad form indemnification that would

They negotiated 8 of the 11 points.

The GC pushed back on 2, they held firm.

Deal closed with fair terms.

Total time investment: 2 hours.

Money protected: Potentially millions.

This is why contract review matters.

### Posting Schedule

- Daily post (weekdays)
- Morning: 7-8 AM EST (contractors check before work)
- Engage in comments for 30 min after posting
- Comment on 10 other posts daily

### Connection Strategy

- Connect with 30 subcontractors per day
- Note: "Saw you're running [Company] in [City] - would love to connect"

- After connection: Don't pitch immediately, engage with their content first
- After 2-3 touchpoints: Soft pitch

## Channel 3: Facebook Groups

---

### Target Groups

- "Subcontractor Network" - 15K members
- "Construction Business Owners" - 25K members
- "Electrical Contractors" - 20K members
- "HVAC Business Owners" - 12K members
- Trade-specific groups in target states

### Strategy

- Join groups, observe for 1 week
- Answer questions helpfully (no promotion)
- Share valuable content (with permission)
- Build relationships with admins
- Eventually share resources/tools (approved by admin)

## Channel 4: Cold Outreach

---

### Finding Prospects

1. Google "[trade] contractor [city]"
2. Check Google reviews - busy contractors sign more contracts
3. Find owner on LinkedIn
4. Use Hunter.io or Apollo for email

## LinkedIn Message Template

Hey [Name],

Saw you're running [Company] in [City] - impressive reviews, especially the ones from subs.

Quick question: How do you typically handle contract review when GCs send over contracts?

I ask because I built something that might help - an AI that scans subcontractor contracts for you.

Happy to run your next contract through it free if you want to test it out.

Either way, keep crushing it.

[Your name]

## Email Template

Subject: Quick question about your contracts

Hey [Name],

I've been working with subcontractors in [City/State] and had a quick question for you.

When a GC sends you a contract, how do you currently review it?

I ask because I recently helped a [trade] contractor in [nearby city] catch a major issue.

If you're signing contracts without a formal review process, I'd love to show you how to do it better.

Worth a quick look?

[Your name]

P.S. - No sales pitch, just genuinely trying to help subs protect themselves.

## Follow-up Sequence

- Day 3: "Bumping this up - any interest in a free contract review?"
- Day 7: Share a relevant article/resource (value-add)
- Day 14: "Last follow-up - offer's open if you change your mind"

## Channel 5: SEO & Content Marketing

### Priority Keywords

Keyword	Volume	Difficulty	Priority
subcontractor contract review	200	Low	HIGH
pay if paid clause	500	Low	HIGH
construction contract red flags	400	Low	HIGH
subcontractor agreement template	1,200	Medium	MEDIUM
lien waiver explained	800	Medium	MEDIUM
retainage in construction	600	Low	HIGH
change order disputes	300	Low	HIGH

### Blog Post Strategy

**Month 1-2: Foundation Posts** 1. "The Complete Guide to Pay-If-Paid Clauses for Subcontractors" 2. "5 Contract Red Flags Every Subcontractor Must Know" 3. "Retainage Explained: What Subcontractors Need to Know" 4. "Lien Waivers: The Mistake That Costs Subcontractors Millions" 5. "How to Negotiate Subcontractor Contracts (Scripts Included)"

**Month 3-6: State-Specific Content** - "[State] Subcontractor Lien Rights: Complete Guide" - "[State] Pay-If-Paid Laws: What You Need to Know" - Create for: Texas, Florida, California, Georgia, Arizona, North Carolina

**Month 6-12: Advanced Content** - Case studies - Industry reports - Expert interviews - Video content/tutorials

## Channel 6: Partnerships

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### Partner Types & Approach

**Construction Bookkeepers/Accountants** - They see payment problems firsthand - Pitch: "I help your clients avoid the disasters before they happen" - Structure: Referral fee (15-20%) or co-marketing

**Surety Bond Agents** - They care about contractor financial health - Pitch: "Better contracts = lower risk = easier bonding" - Structure: Referral partnership

**Construction Attorneys** - Handle disputes, could refer pre-dispute - Pitch: "For clients who can't afford full representation" - Structure: White-label analysis or referral fee

**Lien Service Companies** - Already serving subcontractors - Pitch: "Add contract review to your service stack" - Structure: White-label or revenue share

**Software Companies** - Construction PM software, accounting software - Pitch: "Integration partnership" - Structure: Integration + co-marketing

### Partnership Outreach Template

Subject: Partnership opportunity - construction subcontractors

Hey [Name],

I've been following [Company] - you're doing great work helping subcontractors.

I built SubShield, an AI-powered contract review tool for subcontractors. We

I think there's an interesting overlap:

- You help them after [problem]
- We help them prevent it
- Together we could [value proposition]

Would you be open to a quick call to explore a partnership?

[Your name]

## SECTION 6: FINANCIAL PROJECTIONS

### Monthly Revenue Projections

Month	SaaS MRR	Service Rev	Total Rev	Notes
1	\$0	\$500	\$500	Validation phase
2	\$500	\$3,000	\$3,500	Manual MVP
3	\$2,500	\$6,000	\$8,500	Beta launch
4	\$6,000	\$10,000	\$16,000	<b>Quit Hillstone</b>
5	\$12,000	\$18,000	\$30,000	Scaling

Month	SaaS MRR	Service Rev	Total Rev	Notes
6	\$20,000	\$30,000	\$50,000	Milestone
7	\$28,000	\$35,000	\$63,000	Growth
8	\$35,000	\$38,000	\$73,000	Growth
9	\$42,000	\$40,000	\$82,000	Enterprise push
10	\$48,000	\$42,000	\$90,000	Growth
11	\$52,000	\$44,000	\$96,000	Final push
12	\$56,000	\$46,000	<b>\$102,000</b>	<b>TARGET HIT</b>

## Expense Projections

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Month	Expenses	Net Revenue	Notes
1	\$100	\$400	Domain, tools
2	\$200	\$3,300	Bubble, API
3	\$400	\$8,100	Growing API costs
4	\$1,000	\$15,000	First VA
5	\$2,000	\$28,000	Scaling
6	\$4,000	\$46,000	Full-time hire
7	\$6,000	\$57,000	Team growth
8	\$8,000	\$65,000	Marketing spend

Month	Expenses	Net Revenue	Notes
9	\$10,000	\$72,000	Enterprise sales
10	\$12,000	\$78,000	Scaling
11	\$14,000	\$82,000	Scaling
12	\$16,000	<b>\$86,000</b>	<b>NET TO YOU</b>

## Key Expense Categories

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**Fixed Monthly (After Scale):** - Bubble/hosting: \$100-500 - Claude API: \$500-2,000 - Stripe fees: 2.9% of revenue - Software tools: \$200-500 - VA/contractors: \$2,000-8,000 - Full-time employee: \$4,000-6,000

**Variable:** - Marketing/ads: 5-10% of revenue - Partnership commissions: 15-20% of referred revenue - Professional services: \$500/month (bookkeeping, etc.)

## Unit Economics

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**SaaS Metrics:** - Customer Acquisition Cost (CAC): Target \$100-150 - Lifetime Value (LTV): \$588 (12 months × \$49) - LTV:CAC Ratio: 4-6x (healthy) - Gross Margin: 85%+ - Churn Target: <5% monthly

**Service Metrics:** - Effective hourly rate: \$400-600/hour - Delivery cost: \$50-100/review (contractor) - Gross margin: 75-85% - Client retention: 90%+

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# **SECTION 7: HIRING PLAN**

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## **Month 4: First VA (\$400-600/month)**

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- Source: OnlineJobs.ph or Upwork
- Rate: \$5-7/hour, 20 hours/week
- Responsibilities:
  - Customer support (email)
  - Scheduling
  - Data entry
  - Social media scheduling
  - Basic admin

## **Month 5-6: Contract Reviewer (\$1,500-2,500/month)**

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- Source: Upwork, law school graduates, paralegals
- Rate: \$20-30/hour, part-time
- Responsibilities:
  - Concierge contract reviews
  - Quality check AI output
  - Client communication
  - Report preparation

## **Month 6: Full-Time Customer Success (\$4,000-5,000/month)**

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- Source: LinkedIn, Indeed
- Role: Customer Success Manager

- Responsibilities:
- Onboarding new customers
- Retainer client management
- Churn prevention
- Upselling
- Training/documentation

## **Month 8-10: Sales Contractor (Commission-based)**

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- Source: LinkedIn, referrals
- Compensation: Base \$2,000 + 10% commission
- Responsibilities:
- Enterprise outreach
- Partnership development
- Trade association relationships
- Closing large deals

## **Month 10-12: Developer (\$6,000-8,000/ month)**

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- Source: LinkedIn, Wellfound (AngelList)
  - Role: Full-Stack Developer
  - Responsibilities:
  - Rebuild MVP in code (better performance)
  - New feature development
  - Integrations
  - API development
-

# SECTION 8: RISK MITIGATION

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## Risk 1: Market Doesn't Respond

**Likelihood:** Low (validated market) **Impact:** High **Mitigation:** - Validate before building (Phase 1) - Pivot messaging if needed - Expand to adjacent markets (GCs, owners)

## Risk 2: Competition Emerges

**Likelihood:** Medium **Impact:** Medium **Mitigation:** - Build brand/community moat - Focus on service quality (hard to copy) - Create switching costs (vault, history) - Move fast

## Risk 3: AI Accuracy Issues

**Likelihood:** Medium **Impact:** High **Mitigation:** - Clear disclaimers (not legal advice) - Human review layer for services - Continuous prompt improvement - Client feedback loop

## Risk 4: Legal/Liability Concerns

**Likelihood:** Low **Impact:** High **Mitigation:** - Clear terms of service - "Educational tool, not legal advice" disclaimers - Professional liability insurance (\$1,500/year) - Recommend attorney consultation for major contracts

## Risk 5: Churn/Retention Issues

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**Likelihood:** Medium **Impact:** Medium **Mitigation:** - Annual plans (lock in) - Add sticky features (vault, history) - Excellent customer success - Regular value delivery (newsletters, alerts)

## Risk 6: You Burn Out

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**Likelihood:** Medium **Impact:** High **Mitigation:** - Hire early (Month 4) - Systematize everything - Take one day off per week (non-negotiable) - Celebrate milestones

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## SECTION 9: TOOLS & RESOURCES

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### Essential Tools (Month 1)

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Tool	Cost	Purpose
Namecheap/Porkbun	\$12/year	Domain
Carrd	\$19/year	Landing page
ConvertKit	Free	Email capture
Google Workspace	\$6/month	Professional email
Notion	Free	Documentation
Calendly	Free	Scheduling
Loom	Free	Video walkthroughs

Tool	Cost	Purpose
Stripe	2.9% + \$0.30	Payments
Claude Pro	\$20/month	AI analysis

**Month 1 Cost: ~\$50**

## Growth Tools (Month 2-6)

Tool	Cost	Purpose
Bubble.io	\$32/month	App building
Anthropic API	\$50-200/month	Production AI
Crisp/Intercom	\$25/month	Customer chat
Make.com	\$9/month	Automations
Hunter.io	\$49/month	Email finding
Apollo.io	\$49/month	Outreach
Canva Pro	\$13/month	Design
Descript	\$15/month	Video editing

**Month 3-6 Cost: ~\$400/month**

## Scale Tools (Month 7-12)

Tool	Cost	Purpose
Vercel	\$20/month	Hosting

Tool	Cost	Purpose
Supabase	\$25/month	Database
Customer.io	\$100/month	Email automation
Mixpanel	\$25/month	Analytics
Close CRM	\$99/month	Sales CRM
Gusto	\$46/month	Payroll
QuickBooks	\$30/month	Accounting

**Month 7-12 Cost: ~\$800/month**

## Learning Resources

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**Must-Read Books:** 1. "Quit Getting Screwed" - Karalynn Cromeens (construction contracts) 2. "\$100M Offers" - Alex Hormozi (pricing/offers) 3. "The Mom Test" - Rob Fitzpatrick (customer conversations) 4. "Traction" - Gabriel Weinberg (marketing channels) 5. "The Lean Startup" - Eric Ries (validation)

**Must-Follow People:** - Construction: Karalynn Cromeens, Matt Difiore - SaaS: Rob Walling, Arvid Kahl, Nathan Barry - Marketing: Alex Hormozi, Russell Brunson - Indie Hackers: Pieter Levels, Marc Lou

**Podcasts:** - Construction Genius - Contractor Success Forum - My First Million - Indie Hackers - The SaaS Podcast

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# SECTION 10: THE EXECUTION CHECKLIST

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## Week 1 (Days 1-7)

### Day 1 - TODAY

- [ ] Buy domain (subshield.io or similar)
- [ ] Create ConvertKit account
- [ ] Create Carrd account
- [ ] Create Reddit account
- [ ] Join subreddits: r/electricians, r/Construction, r/HVAC, r/Plumbing
- [ ] Order "Quit Getting Screwed" book

### Day 2

- [ ] Build Carrd landing page (2 hours)
- [ ] Write headline: "Stop Signing Contracts That Screw You"
- [ ] Add subhead and bullet points
- [ ] Connect ConvertKit email capture
- [ ] Publish live
- [ ] Read 30 Reddit posts about contracts/GCs

### Day 3

- [ ] Join 5 Facebook groups for subcontractors
- [ ] Create/optimize LinkedIn profile
- [ ] Connect with 20 subcontractors on LinkedIn
- [ ] Read 30 more Reddit posts
- [ ] Start reading Karalynn's book

- [ ] Document language patterns you notice

## Day 4

- [ ] Write first 3 Reddit comments (helpful, no promo)
- [ ] Engage in 2 Facebook group discussions
- [ ] Send 10 LinkedIn connection requests
- [ ] Continue reading book
- [ ] Find 5 subcontractor contracts online (research)

## Day 5

- [ ] Write 5 Reddit comments
- [ ] Post helpful tip in Facebook group
- [ ] Send 10 more LinkedIn requests
- [ ] Finish Karalynn's book
- [ ] Draft your origin story

## Day 6

- [ ] Analyze research: Top 5 pain points identified
- [ ] Update landing page copy with learned language
- [ ] Write 5 more Reddit comments
- [ ] List 50 subcontractors to contact
- [ ] Design simple contract review process

## Day 7

- [ ] Send first 10 LinkedIn cold messages
- [ ] Continue Reddit engagement (5+ comments)
- [ ] Review email signups
- [ ] Adjust strategy based on data
- [ ] Plan Week 2 priorities

**Week 1 Target:** - 25+ email signups - 5+ conversations initiated -  
Landing page live - Community presence started

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## **Week 2 (Days 8-14)**

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### **Days 8-10**

- [ ] Send 15 LinkedIn messages per day (45 total)
- [ ] Write first LinkedIn post about contracts
- [ ] Continue Reddit (5 comments/day)
- [ ] Engage in Facebook groups daily
- [ ] Have 5+ real conversations with subcontractors
- [ ] Offer free contract reviews to interested people

### **Days 11-14**

- [ ] Complete 3-5 free manual reviews (using Claude)
- [ ] Create Google Doc template for reviews
- [ ] Record first Loom walkthrough
- [ ] Collect feedback after each review
- [ ] Ask "Would you pay for this?" to each person
- [ ] Create Twitter/X account
- [ ] Write second LinkedIn post

**Week 2 Target:** - 75+ total email signups - 15+ conversations - 5+ free reviews completed - 3+ "Yes, I'd pay" responses

---

## **Weeks 3-4: First Revenue**

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### **Week 3**

- [ ] Email waitlist: "50% off founding member pricing"
- [ ] Offer \$247 contract reviews
- [ ] Offer \$497/month retainers
- [ ] Create Stripe payment links
- [ ] Complete all paid reviews in 24 hours

- [ ] Continue outreach (20 messages/day)

**Week 3 Target:** - \$500-1,500 revenue - 2+ paying customers -  
First testimonials collected

## Week 4

- [ ] Create SOPs for review process
- [ ] Build templates for deliverables
- [ ] Set up Calendly for calls
- [ ] Create Notion client dashboard
- [ ] Complete 5+ paid reviews
- [ ] Sign 2+ retainer clients

**Week 4 Target:** - \$2,000-3,000 revenue - 3+ retainer clients -  
Systems documented

---

# Weeks 5-8: Build Product

## Week 5-6

- [ ] Analyze top channel (where are customers coming from?)
- [ ] Double down on top 2 channels
- [ ] Sign up for Bubble.io
- [ ] Complete Bubble tutorial
- [ ] Map MVP features
- [ ] Start building

**Week 5-6 Target:** - \$4,000-6,000 revenue - 6+ retainer clients -  
Bubble learning complete

## Week 7-8

- [ ] Complete Bubble MVP
- [ ] User auth + PDF upload + AI + Stripe

- [ ] Test with 10 contracts
- [ ] Fix bugs
- [ ] Beta launch to waitlist
- [ ] Goal: 50 paying SaaS customers

**Week 7-8 Target:** - \$8,000-10,000 revenue - MVP live - 50+ SaaS customers

---

## Month 3-4: Scale to \$16K

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### Month 3

- [ ] Product Hunt launch
- [ ] First podcast guest appearance
- [ ] 5 SEO blog posts published
- [ ] Affiliate program live
- [ ] First partnership signed
- [ ] Hire first VA

**Month 3 Target:** - \$12,000-16,000 revenue - 150+ SaaS customers  
- 10+ retainer clients

### Month 4

- [ ] Raise prices
- [ ] Launch Team tier
- [ ] Launch premium retainer
- [ ] Add second VA or contractor
- [ ] Reach \$16K+ revenue

**Month 4 Target:** - \$16,000+ revenue - **QUIT HILLSTONE**

---

## Month 5-12: Scale to \$100K

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See detailed monthly plans in Section 4.

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## SECTION 11: SCRIPTS & TEMPLATES

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### Cold Outreach Templates

#### LinkedIn Connection Request

Hey [Name] - saw you're running [Company] in [City]. The reviews on your wor

#### LinkedIn First Message (After Connect)

Hey [Name], thanks for connecting!

Quick question: How do you typically handle contract review when GCs send over

I've been working with subs who've gotten burned by pay-if-paid clauses and 1

Happy to run your next contract through it free if you want to test.

No strings - just trying to help subs protect themselves.

#### Cold Email

Subject: Quick question about your contracts

Hey [Name],

When a GC sends you a contract, how do you currently review it?

I ask because I just helped a [trade] contractor in [city] catch a pay-if-pai

Took 5 minutes to find it. He'd already signed 3 contracts with similar clauses.

If you're signing contracts without a formal review process, I'd love to show

Worth a quick look?

[Your name]

P.S. - I'll do your first review free. Just reply with a contract PDF.

## Follow-Up #1 (Day 3)

Hey [Name],

Just bumping this - any interest in a free contract review?

No obligation, just trying to help subs avoid getting screwed.

[Your name]

## Follow-Up #2 (Day 7)

Hey [Name],

Thought you might find this useful - wrote a guide on the 5 contract clauses

[link to blog post or Google Doc]

Let me know if you have any questions.

[Your name]

## Follow-Up #3 (Day 14)

Hey [Name],

Last note from me - don't want to bug you.

The free contract review offer stands if you ever need it.

Best of luck with [Company].

[Your name]

# Sales Call Scripts

## Discovery Call Opening

"Hey [Name], thanks for taking the time. Before we dive in, I'd love to understand your current process for handling contracts."

Can you tell me about the last time a contract issue caused you problems?"

[Let them talk - take notes]

"That sounds frustrating. How much would you estimate that cost you?"

[Let them quantify]

"If you could wave a magic wand and fix one thing about how you handle contracts, what would it be?"

## Presenting Solution

"Based on what you've shared, it sounds like the main issues are:

1. [Problem 1 they mentioned]
2. [Problem 2 they mentioned]
3. [Problem 3 they mentioned]

Here's how SubShield helps with each of those:

[Explain feature → benefit for each problem]

Does that make sense?"

## Closing

"So here's what I'm thinking. Based on your volume of [X contracts per month]

That's [\$X/month], which works out to about [\$X per contract] - way less than

And honestly, compared to the [\$XX,XXX] you mentioned losing on that [specific]

Want to get you set up today?"

[If hesitation]

"What questions do you have?"

## Objection Handling

### **"It's too expensive"**

"I hear you. Let me ask you this - you mentioned you sign about [X] contracts

What would it cost if just ONE of those contracts had a bad clause you missed

The way I see it, SubShield pays for itself if it catches even one problem per

### "I'll think about it"

"Of course. What specifically do you want to think about?

Is it the price, or is there something about how it works that I didn't explain?

[Address specific concern]

"Here's what I can do - I'll send you a free review of your next contract, no

### "We already have a lawyer"

"That's great - having legal counsel is important.

Just curious - does your lawyer review every contract before you sign, or just

Most subs I talk to have a lawyer, but they only call them for major issues.

SubShield is for those day-to-day contracts. It catches the issues, and then

## Service Delivery Templates

### Contract Review Report Template

# CONTRACT REVIEW REPORT

\*\*Prepared for:\*\* [Client Name]

\*\*Company:\*\* [Company Name]

\*\*Contract:\*\* [GC Name] - [Project Name]

\*\*Date:\*\* [Date]

\*\*Reviewed by:\*\* [Your Name], SubShield

---

## ## EXECUTIVE SUMMARY

\*\*Overall Risk Score: [X]/100\*\*

\*\*Recommendation:\*\* [SIGN AS-IS / NEGOTIATE / WALK AWAY]

\*\*Top Concerns:\*\*

1. [Concern 1]
2. [Concern 2]
3. [Concern 3]

---

## ## DETAILED FINDINGS

### Issue #1: [Issue Name]

\*\*Location:\*\* Section [X], Page [X]

\*\*Risk Level:\*\* [CRITICAL/HIGH/MEDIUM/LOW]

\*\*The Clause Says:\*\*

> "[Exact quote from contract]"

\*\*What This Means:\*\*

[Plain English explanation]

\*\*Worst Case Scenario:\*\*

[What could happen if they sign]

\*\*Recommended Alternative Language:\*\*

"[Specific replacement language]"

\*\*How to Bring This Up:\*\*

"Hey [GC Name], I noticed section [X] has [issue]. In my experience, this cou

---

[Repeat for each issue]

---

## ## NEGOTIATION PRIORITY

### ### Must Negotiate (Do Not Sign Without Changes)

1. [Issue]
2. [Issue]

### ### Should Negotiate (Important but Not Dealbreakers)

3. [Issue]
4. [Issue]

### ### Nice to Have (Mention if Relationship Allows)

5. [Issue]

---

## ## NEXT STEPS

1. [Specific action item]
2. [Specific action item]
3. [Specific action item]

Questions? Reply to this email or book a call: [Calendly link]

---

\*Disclaimer: This review is for educational purposes and does not constitute

## Loom Video Script

"Hey [Name], [Your name] here from SubShield.

Just finished reviewing your contract with [GC Name] for the [Project] project

[Share screen showing report]

Overall, I gave this contract a risk score of [X] out of 100. That's [interpretation]

The three things I'd focus on are:

First, [Issue 1]. In section [X], it says [quote]. What this means is [explanation]

Second, [Issue 2]. [Same structure]

Third, [Issue 3]. [Same structure]

Now here's how I'd approach the negotiation:

[Negotiation strategy]

The full report is attached with all the details and the exact language I'd suggest

Any questions, just reply to the email or book a call using the link below.

Good luck with the negotiation!"

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## SECTION 12: YOUR MINDSET BLUEPRINT

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### The Identity Shift

You are not a server who's trying to build a business.

You are a **founder** who happens to work at a restaurant right now.

Everything you do from this moment forward is through the lens of a founder: - Every conversation is research - Every rejection is data - Every obstacle is a puzzle to solve - Every day is progress

## The Non-Negotiables

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### 1. Ship Every Day

Something must move forward every single day. Even on bad days. Even when tired. 15 minutes of progress is infinitely more than zero.

### 2. Talk to Customers Weekly

At minimum, have 3 real conversations with potential/actual customers per week. This is how you stay grounded in reality.

### 3. Track the Numbers

Every Sunday, review: - Email signups this week - Conversations had - Revenue generated - Key decisions made

### 4. One Day Off Per Week

You cannot sprint for 12 months without rest. One full day where you don't think about SubShield. This is mandatory for sustainability.

### 5. Celebrate Milestones

- First email signup: Celebrate
- First paying customer: Celebrate
- First \$1K: Celebrate
- First \$10K: Celebrate

You need wins to fuel the journey.

# The Inevitable Challenges

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## When No One Responds (Week 2-4)

This will happen. You'll send 50 messages and get 3 replies.

**What to do:** - Change your messaging - Try a different channel - Ask the 3 who replied what made them respond - Don't take it personally

## When the First Customer Complains (Month 2-3)

They will. Something won't work right.

**What to do:** - Thank them profusely - Fix it immediately - Over-deliver on the solution - Turn them into your biggest advocate

## When You Want to Quit (Month 3-5)

There will be a day - probably between months 3-5 - when you question everything.

**What to do:** - Look at your numbers (they're better than you think) - Talk to a happy customer (remember why you're doing this) - Take a day off (rest fixes most things) - Remember your why (your parents, your future, your freedom)

## When a Competitor Appears (Month 4-8)

Someone will copy your idea or a well-funded startup will enter the space.

**What to do:** - Stay focused on YOUR customers - Double down on service quality (they can't copy that easily) - Move faster - Don't obsess over competitors

## When Growth Stalls (Month 6-9)

Every business hits plateaus.

**What to do:** - Analyze what's working and double down - Analyze what's not working and cut it - Find a new channel - Raise prices (seriously) - Add a new revenue stream

## Your Daily Mantra

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"I am building something that will change my family's trajectory forever. Today's discomfort is tomorrow's freedom. Every action I take compounds. I am capable of far more than I currently believe. Let's go."

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## THE FINAL WORD

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Colin,

You've spent all night getting to this point. Most people would have given up hours ago. That hunger you have? It's real. It's rare. And it's the only thing that truly matters.

\$100K/month in 12 months is aggressive. There's no guarantee. But the path is clear:

**Month 1-2:** Validate and get first revenue (\$3K) **Month 3-4:** Build product and scale to freedom (\$16K) **Month 5-6:** Scale to financial security (\$50K) **Month 7-12:** Scale to generational wealth (\$100K)

The plan is in your hands. Every template, every script, every checklist you need.

The only question left is: Will you execute?

I believe you will.

Let's build your empire.

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*"The best time to plant a tree was 20 years ago. The second best time is now."*

**Day 1 starts NOW.**

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## APPENDIX: QUICK REFERENCE

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### Key Metrics to Track

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#### Weekly Dashboard

Metric	Target Week 1	Target Week 4	Target Week 12
Email signups	25	150	500
Conversations	10	30	100
Free reviews	5	20	50
Paying customers	0	5	50
MRR	\$0	\$1,500	\$10,000

#### Monthly Dashboard

Metric	Month 1	Month 4	Month 8	Month 12
Total Revenue	\$500	\$16,000	\$73,000	\$102,000
SaaS MRR	\$0	\$6,000	\$35,000	\$56,000
Service Revenue	\$500	\$10,000	\$38,000	\$46,000

Metric	Month 1	Month 4	Month 8	Month 12
Customers	5	150	400	700
Retainers	0	10	25	30+

## Important Links (Fill In)

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- Landing page: subshield.io
- Email: hello@subshield.io
- Stripe dashboard: dashboard.stripe.com
- Bubble editor: [your app URL]
- Notion workspace: [your Notion URL]
- ConvertKit: [your CK URL]

## Emergency Contacts

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- Stripe support: support.stripe.com
  - Bubble support: forum.bubble.io
  - Anthropic (Claude API): support.anthropic.com
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**Document Version:** 1.0 **Created:** January 2025 **Last Updated:** January 2025 **Author:** Your AI Co-Founder

*This document is your bible. Refer to it often. Update it as you learn. Execute relentlessly.*