

The Machinery Scorecard

The 12 free systems your competitors may already be running. Score yourself in 5 minutes.

How to use this: read each of the 12 systems on the next three pages. Check YES if your business has it working today, NO if it does not. Half-built counts as NO: a referral page that errors out is a NO, and you would be surprised how common that is. Add up your YES answers on the last page.

Every observation in this scorecard comes from real Palm Beach County and Florida fieldwork: sourced, confidence-rated competitor research on real markets. Names are removed. Nothing here is a guess.

Do customers keep leaving you Google reviews?

1

Your Google Business Profile is claimed, and customers actually leave reviews there, including one from the last 60 days.

From the field: one business I studied sat at zero Google reviews while competitors in the same market held 33 to 198. The owner had no idea. To a stranger comparing options, zero reviews reads as "nobody buys here."

Cost: **free**

☐ YES ☐ NO

Do reviews or testimonials appear on your own website?

2

Reviews, testimonials, or real customer words appear on your site where a first-time visitor sees them.

From the field: one operator carries 200 to 300 reviews on every product page. Most of their field carries none. Guess which one a nervous first-time buyer trusts.

Cost: **free**

☐ YES ☐ NO

Does your site answer a stranger's questions?

3

Who you are, how buying from you works, what happens after they pay. The questions a first-time visitor asks before trusting you with money.

From the field: I tested seven buyer questions against one client's site: six came back unanswered. His competitor with a plain "How It Works" page wins that stranger every time, with typing, not spending.

Cost: **free**

☐ YES ☐ NO

Are your prices published where buyers look?

4

The price a customer pays in person and the price on your website are both published, and they match.

From the field: one business sold a product for \$14.99 face to face while its website showed no price at all. A buyer who cannot find your price assumes the worst and keeps scrolling.

Cost: **free**

☐ YES ☐ NO

Do new visitors get a real offer for their email?**5**

A new visitor is offered something real (10% off, a free item, a useful guide) in exchange for their email address.

From the field: four searches in one market surfaced six competitors running first-order offers. The client's own signup form offered nothing, and it captured almost nobody. A form without a reason is furniture.

Cost: **free to start**

☐ YES ☐ NO

Do you have an email list you actually send to?**6**

You hold your customers' emails in one place and something goes out to them at least monthly.

From the field: one business had 140 paying customers and had emailed them once, ever. That list was the most valuable unused asset in the entire engagement. Every name on it had already said yes once.

Cost: **free at small size**

☐ YES ☐ NO

Do customers get a reason to come back?**7**

A loyalty program, points, a punch card, a repeat-customer perk. Anything that makes visit two more likely than chance.

From the field: one competitor publishes its whole program: points per dollar, a birthday bonus, \$40 for a referral. Most of its market offers a customer nothing at all for coming back. The machinery is cheap; almost nobody installs it.

Cost: **free plans exist**

☐ YES ☐ NO

Do you run a referral program that rewards both sides?**8**

Your happy customer gets something for sending a friend, and the friend gets something for coming. Both sides, in writing, and the page actually loads.

From the field: of 15 operators I checked in one market, 10 ran no referral program. Two had built one and left it broken: the page errored out and nobody had noticed for months. Word of mouth was already happening for all 15. Only 3 were paying it.

Cost: **free plans exist**

☐ YES ☐ NO

Do you publish a guarantee in writing?**9**

One sentence, published, that tells a nervous first-time buyer what happens if it goes wrong.

From the field: in a 15-subject market study, exactly one operator published a guarantee. It costs a sentence, and it works precisely at the moment a stranger is deciding whether to risk their first dollar on you.

Cost: **free**

☐ YES ☐ NO

Is your content channel alive?**10**

A blog, a page of tips, a video channel, anything with your name on it, updated in the last 90 days.

From the field: one competitor's "content library" held seven posts, the newest from 2022. A dead channel tells a visitor the lights might be off everywhere else too. Alive beats big.

Cost: **free**

☐ YES ☐ NO

Is measurement installed on your website?**11**

A visit counter, an analytics tag, a pixel. Anything that records whether your website actually produces customers.

From the field: one client had never installed any measurement. Whether his website had ever converted a single visitor was permanently unknowable. You cannot fix what you cannot see, and you cannot see without a meter.

Cost: **free**

☐ YES ☐ NO

Does your social traffic have one destination?**12**

Every post, bio, and video points at the same place, and that place gives a visitor a way to buy or book.

From the field: one operator built 27,000 followers with no working way to buy behind them. That is what a large audience without a destination is worth. A small audience with a destination beats it.

Cost: **free**

☐ YES ☐ NO

YOUR SCORE

Count your YES answers.

My score: ____ of 12

0 to 4

Your competitors' machinery is doing your selling for them. The good news: nearly everything on this list is free, and a month of afternoons changes your score.

5 to 8

You have bones. The gaps that matter most are usually 1, 5, and 8: being believed, capturing the interested, and paying the word of mouth you already earn.

9 to 12

You are ahead of most of the field I have studied. Your question is no longer machinery. It is whether your competitors are catching up, and which ones.

The question this scorecard cannot answer

You now know your own score. You do not know your competitors'. Which of these 12 systems does the rival who keeps taking your customers actually run? That is not a guess I will make, and it is not one you should either. It is a thing I check, by hand, with sources.

Two ways to find out, one of them free

The free Competitor Snapshot: name the one competitor you keep losing customers to, and within 72 hours I send back a one-page brief: verified findings on them, sourced and confidence-rated. I take five of these a month, done by hand, so the cap is real. Request it at fieldstoneintel.com.

Or skip straight to a 15-minute call, booked from the same page. Either way: if a report of mine ever fails to show you at least three verified things you did not know, every dollar comes back.