

The Detail Czar Deep Dive

Business Assessment

1. Do you have a current Business Plan for your car detailing business?
2. Is your business covered with both Garage Keepers & General Liability Insurance with an "A" rated insurance carrier?
3. Do you have a functional, professionally designed website?
4. How often do you update the content on your website including fresh written content, new pictures, videos, specials, etc.?
5. Do you have a special Landing Page on your website that features your monthly or seasonal specials?
6. Do you have Chatbot installed on your website?
7. Do you operate your business from a shop location, home garage or are you mobile?
8. If you are a mobile operator does your mobile rig have your logo, phone number and website address highly visible on your mobile rig?
9. Do you provide your new customers with a questioner asking them for their contact information, how they heard about you, their gender, age group, and what services they are purchasing?
10. What social media channels do you use to engage your prospects and customers with your business? (Facebook, Instagram, TikTok, Twitter, YouTube, Rumble, etc.)
11. Do you have a Facebook fan page (business page)? If so, how many likes do you have?
12. Have you installed a Facebook pixel on your website?
13. Do you provide questions to be answered by prospects that visit your Facebook Fan Page?
14. Have you created a Website Visitor Facebook AD that retargets your website visitors?
15. Have you created "audiences" on facebook so you can target your various prospects and past customer segments?
16. Do you have an Instagram page for your business? If so, how often do you publish pictures and short "walk around" videos of vehicles that you have detailed?
17. Do you use Hashtags when posting on your social media platforms?
18. Do you place ads on facebook & Instagram and boost your best before/after status updates?
19. Do you publish short videos of your detailing services on your website?
20. Do you publish Stories and or Reels on your social media channels?
21. Do you text your customers short videos of their vehicle of the progress as it's being worked on?
22. Do you take before after pictures of vehicles that you have serviced? If yes, where do you publish them and how often?

23. Do you have a Request More Information Form on your website? If so, what are the Form questions that you ask your prospects to complete?
24. How does your website rank organically for the following keyword phrases on Google? Please do your search Incognito. Car Detailing, Auto Detailing, Ceramic Coating For Cars, Car Interior Cleaning, Hand Car Wash, Headlight Restoration, Paint Correction, Car Polishing, Mobile Car Detailing, Mobile Detailing, Car Detailing Near Me, Ceramic Coating For Cars Near Me, Detail Shop, Professional Car Detailing.
25. Do you have a YouTube channel for your business? If so, how many business related videos have you published? How many subscribers do you have to your channel?
26. Do you have a picture "Gallery" on your website of vehicles that you have detailed?
27. Do you have a Google My Business (GMB) page? If so, how many 5 Star Reviews do you have?
28. How do you encourage your customers to post reviews on your GMB and your Facebook page?
29. Are your Google My Business (GMB) reviews linked to your website home page?
30. Do you have a Referral Program that actively pursues referrals from your past customers and rewards them for providing a referral that converts to a new customer?
31. Do you offer Ceramic Coatings and what % of your gross sales are Ceramic Coatings?
32. Do you offer Maintenance Washes, & After The Detail/Coating Maintenance Services?
33. Do you offer your customer a DIY Car Wash Kit, After The Detail Maintenance or Ceramic Maintenance Kit?
34. Do you use a CRM tool like URABLE, if so, which platform are you using? What do you like best and least about it?
35. Do you use a subscriber based email platform like MailChimp or Constant Contact? If so, how often do you send professionally crafted emails to your Prospects and Past Customers?
36. Do you analyze the Open and Click Through statistics of your email blasts?
37. Do you have both a Prospect email subscriber list and a Current Customer email subscriber list? (Segmentation)
38. Can website visitors sign up for your email Newsletters and Special Offers on your website and Facebook page assuming that you have a subscriber based email platform?
39. Do you text a personalized message to your prospects that you have recently communicated with but have not booked an appointment with your business yet?
40. Do you text a personalized message to your customer after the detail thanking them for their business and asking them to submit a review on your GMB – Include GMB review link.
41. Do you have a subscriber based Text Message Blast Platform? (Textmagic.com)
42. How many customers do you have in your database? What % are repeat customers?

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43. Do you make Cold Calls both in person and via phone to businesses for new customer acquisition?
44. Do you go Door To Door making cold calls to private residences in upscale neighborhoods?
45. Do you attempt to Upsell and Cross Sell your services once you and your customer are at the vehicle after you have reviewed the services with them that they originally contacted you about?
46. Do you belong to your local Chamber Of Commerce or a Networking Club? If so, how do you leverage your business with these organizations?
47. Can you advertise in your Chamber Of Commerce Newsletter?
48. Have you solicited any of the Chamber Of Commerce businesses with their membership guide?
49. What were your annual revenues last year and what is your business pacing so far this year?
50. Have you placed any acrylic countertop displays promoting your detailing business at any of the automotive shops in your marketplace? If so, are these working for you? (express lubes, car washes, tire shops, tune up shops, muffler shops, auto repair shops)
51. Do you offer mobile detailing or offer pickup and delivery or loaner vehicles for your customers?
52. Do you use an accounting software system like QuickBooks Online for small businesses?
53. Do you promote your business at local car shows or speak at car club meetings?
54. Do you place your business cards on vehicles in parking lots that you want to detail?
55. Do you offer Gift Certificates and Gift Cards and how do you promote them?
56. Have you ever attended a certified auto detailing training program? If so, how long ago?
57. Do you have any auto detailing certifications? if so, what are they? Do you promote these certifications online, and at your shop?
58. How well known is your business in the community? Do you sponsor any charity events or youth teams? What do you do to "give back" to the community?
59. Have you contacted the local insurance agency claims offices to acquire possible insurance claims jobs?
60. Have you contacted your local newspaper about writing an article about your business, especially if you have certifications?
61. Are you a member of the IDA? (International Detailing Association) If so, has your membership helped your business in any way? If so, please explain.
62. Do you offer a Lady's Day where you provide a special package or discount for the women?
63. How many employees do you have both full time and part time?
64. How do you compensate your employees? By the hour, By Commission, By Both, or?

65. Do you have Workers Comp Insurance in case your employee gets injured while working?
66. Do you offer window tinting, PPF, paintless dent repair, rock paint chip touch up?
67. Do you use any sub-contractors for services that you may not provide like paintless dent repair, window tinting, PPF, rock paint chip touch up, etc.?
68. How do you process your credit card transactions?
69. What % of your transactions are credit cards?
70. Can customers pay you via Venmo, PayPal or Zelle?
71. Do you use the SquareUp app for credit card processing and scheduling your customers?
72. Do you call your customers the day after the detail thanking them for their business and ask for referrals? When speaking to them on the call do you pitch your maintenance washes & details?
73. How do you promote your business offline?
74. Do you send large promotional postcards to your prospects and past customers (Direct Mail)?
75. Do you target people that are selling their cars offering them a "Sell Your Car Detailing Package"?
76. Do you accept work from local car dealerships? If so, what services are you providing to them?
77. Do you have a physical Service Menu or Promotional Flyer that you can hand to a customer?
78. Does each customer receive multiple business cards after you have completed the service and hand the customer their keys?
79. Do you ask your customers how they found you whether it be your website, social media, referred by friend or relative, drive by, saw your mobile rig, Google My Business, Google organic listing, Bing, Instagram, TikTok, YouTube, Newspaper Ad, Picked up a Flyer or Service Menu, Had a Business card placed on their vehicle, or?
80. Do you have a digital business card like Dot.Card or Mobilo?
81. What % of increase in business revenues are you focusing on this year and what is the plan to acquire that increase in business?
82. Do you have a Google PPC account and if so, how much do you spend per month on average?
83. Do you and your team wear branded shirts during business hours and networking events?
84. Do you provide your customers any free branded items after the detail? (sport bottle, air freshener, key chain, etc.)
85. Do you attend car shows like "Cars & Coffee" and hand out your business cards?
86. How much do you spend on marketing and advertising per month and what % of sales is it?
87. Does your business use a heated soil extractor to clean vehicle carpets and upholstery?
88. Do you have an ozone generator and offer car interior odor removal services?

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89. Do you offer paint correction, machine buffing and polishing services?
90. Do you have a mentor that you can speak to about your business and strategize with?
91. Do you have an accountant or bookkeeper that can assist you with the financial component of your business?
92. Did you incorporate your business as an LLC or LP?
93. Did you register your business name with your Dept. Of State?
94. Do you have an EIN # ? (Employer Identification Number)
95. Do you have a professionally designed logo for your business?
96. Did you have your logo trademarked [™] or Registered [®] ?
97. Did you have your business name trademarked?
98. Do you have a Business Permit from your local municipality?
99. Is your business required to charge Sales Tax? If so, do you have a Sales Tax Permit?
100. What is your customer acquisition cost?
101. Do you use ChatGPT to help craft content for your website, social media posts, emails?