

BACKYARD WEALTH ACADEMY

THE \$500 JOB FRAMEWORK

The Pricing System That Turned \$200 Quotes
Into \$500 Average Jobs

FREE CHAPTER FROM

The Backyard Wealth Blueprint

by Dylan

\$300/hr

Revenue Rate

\$500

Avg Job

\$30K/mo

Monthly Revenue

backyardwealthacademy.com

From Sleeping in My Car to \$30K a Month

"Let me be direct: If you're reading this, you're probably where I was three short years ago — overwhelmed, underpaid, and secretly wondering if you're falling behind."

That's how Dylan opens the Backyard Wealth Blueprint. And it's not hyperbole — it's his actual life.

Three years ago, Dylan was working 3-4 jobs within a 24-hour cycle. Personal trainer in the early morning. Rock climbing gym during the day. Bartending in Westchester at night. DJing from 10pm to 4am. Sleeping in his car between shifts.

Then everything changed when he discovered home service businesses.

He launched a gutter cleaning and pressure washing company at age 20. No mentor. No coach. No startup capital worth mentioning. Within three years, he built a six-figure operation averaging \$15K–\$30K per month.

The wild part? Zero ad spend. Every dollar came from organic referrals, Google reviews, and the pricing system you're about to learn.

"Just 2 years later this business would rapidly grow and I'd be getting paid over \$30K a month to spray water on people's houses!"

The numbers that matter:

\$300/hr baseline revenue rate for booked jobs

\$500 average job ticket — typically 1.5 hours of work

\$2K–\$4K+ revenue from a single 8-hour work day

\$0 spent on advertising — 100% organic growth

Dylan's secret wasn't working harder — he was already working harder than anyone. His secret was a pricing system that turned every \$200 quote into a \$500 average job. That system is what he calls The \$500 Job Framework.

Stop Undercharging. Start Earning What You're Worth.

Most new home service business owners make the same mistake: they undercharge. They quote \$150 for a job that should be \$400 because they're afraid the customer will say no.

"You are now a Bad-Ass business owner. YOU NEED TO CHARGE FOR THAT! If you undercharge, you'll burn out quickly."

The Pricing Formula

Dylan's pricing isn't guesswork. It's a formula:

$$\text{Equipment \& Supplies per Job} + (\text{Desired Hourly Rate} \times \text{Hours}) = \text{Minimum Price}$$

Example: \$30 supplies + (\$50/hr x 2 hrs) = \$130 minimum price

But that's just the floor. The \$500 Job Framework is about three additional strategies that push every job well above that minimum:

Strategy 1: The "Since I'm Here" Upsell

The easiest way to grow your income isn't by working harder — it's by maximizing every job you already have. When a customer already trusts you, they're far more likely to say yes to additional services.

Here's Dylan's actual upsell script for pressure washing to gutter cleaning:

"I noticed your gutters have some buildup — while I'm here, I can clean them out for you. That way, you won't have to worry about water damage during the next rain. Want me to take care of it? It would normally be \$295, but I'm here now and can honestly take care of it for half, just \$150, because I don't have to come back and set up all over again."

That single script turns a \$250 pressure wash into a \$400+ job. And the customer feels like they got a deal.

Strategy 2: Service Tiers

Instead of quoting one price, offer three options:

BASIC	Core service only — e.g., house wash	\$250
PREMIUM	Core + 1-2 add-ons — house wash + driveway	\$400
VIP	The full experience — house, driveway, walkways, patio	\$650

Most customers pick the middle option. You just anchored your price against the VIP tier. That's psychology — not discounting.

Strategy 3: Recurring Revenue

One-time jobs are fine. Recurring clients are wealth. Dylan's framework pushes every new client toward a maintenance plan:

- Lawn care !' monthly maintenance plan
- Pressure washing !' annual cleaning package
- Cleaning service !' biweekly or weekly plans

"Excellent Service + Fair Price = Value. More Value = More Revenue. More Revenue = More Freedom."

When to Raise Your Rates

Signs it's time:

- Clients are consistently happy with your work
- You have more demand than you can handle
- You're working hard but not making enough profit

How to do it without losing clients:

1. Start with new customers (keep existing rates temporarily)
2. Bundle in premium options ("priority scheduling" as a "free upgrade")
3. Position it as an investment in quality and better equipment

As your client base grows, increase rates by 10–20%. The clients who leave weren't your best clients anyway. The ones who stay are now paying you what you're worth.

WHAT YOU JUST LEARNED

This is Just the Beginning.

- ' Dylan's pricing formula for calculating your minimum job price
- ' The "Since I'm Here" upsell that turns \$250 jobs into \$400+ jobs
- ' How to structure service tiers so customers choose the higher price
- ' Recurring revenue strategies that build real wealth
- ' When and how to raise your rates without losing clients

WANT THE FULL BLUEPRINT?

Get the Complete 98-Page Backyard Wealth Blueprint

6 chapters of battle-tested strategies + 5 bonus tools:

Quick-Start Checklist • Job Estimate Worksheets • Pricing Calculator • Client Intake Form •
Recommended Tech Stack

~~\$131 value~~

\$17

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