



The fun stuff up front....

This presentation is a reflection of my opinions and my experiences in building and scaling multiple septic companies.

Nothing in this presentation reflects the opinions of nowra

WELCOME TO THE SEPTIC SUCCESS BLUEPRINT

Are you ready to take your septic system business to the next level? Whether you're just starting or looking to enhance your existing skills, the Septic Success Blueprint is designed to equip you with the essential knowledge and tools to build and grow a thriving septic service company.



Running a Septic Service Business

T is **No Small**
Task

Today's Topics

- Understand business basics and legal structures.
- Organize your finances and operations.
- Market your services and build your brand.
- Deliver excellent customer service while scaling your business.
- Build a team culture that attracts the right people.
- The power of systematizing & automating your business.
- Learn what to measure in order to grow.

Hi! I'm Tanya Wilson

I have 16 years in the septic and commercial wastewater industry. I have bootstrapped three companies in the Phoenix market. This year, I became co-founder of the nation's first septic franchise system - HomeField Onsite Environmental

I'm also the founder and host of Ladies Kickin' Ass, a podcast and community empowering women in the service trades.

The advice and knowledge in this course come from my real-life experience growing my companies, combined with expert insights from professionals in their fields.

I'm passionate about helping others succeed—let's get started!



Meet Sarah Thompson

- Age: 42 | Location: Suburban Midwest, USA
- Background: Co-owner of a septic system business, which she has run with her husband, John, for five years.
- Family: Married with two kids (ages 10 and 14).
- Role: Sarah manages finances, marketing, customer service, and administration, while John focuses on operations and fieldwork.
- Focuses: Building a strong business foundation, improving financial health, streamlining operations, learning social media, and gaining confidence to feel more in control of the business.

Sarah is ready to take control—she's running her business, not letting it run her life!



Meet Sarah Thompson

Values

- Commitment to quality and excellence.
- Dedication to customer satisfaction.
- Strong work ethic and integrity.
- Continuous learning and improvement.
- Supportive and positive workplace culture.
- Giving back to the community she works in.
- Being an example to her two children on the value of hard work and creating a legacy for them & her industry.



Meet Sarah Thompson

GO

ALS

- To expand the business and increase profitability.
- To streamline business operations and improve efficiency.
- To build a strong brand and enhance the company's online presence.
- To provide exceptional customer service and gain a competitive edge in the local market.
- To ensure compliance with industry regulations and safety standards.
- To develop leadership and management skills to support her team better.



Meet Sarah Thompson

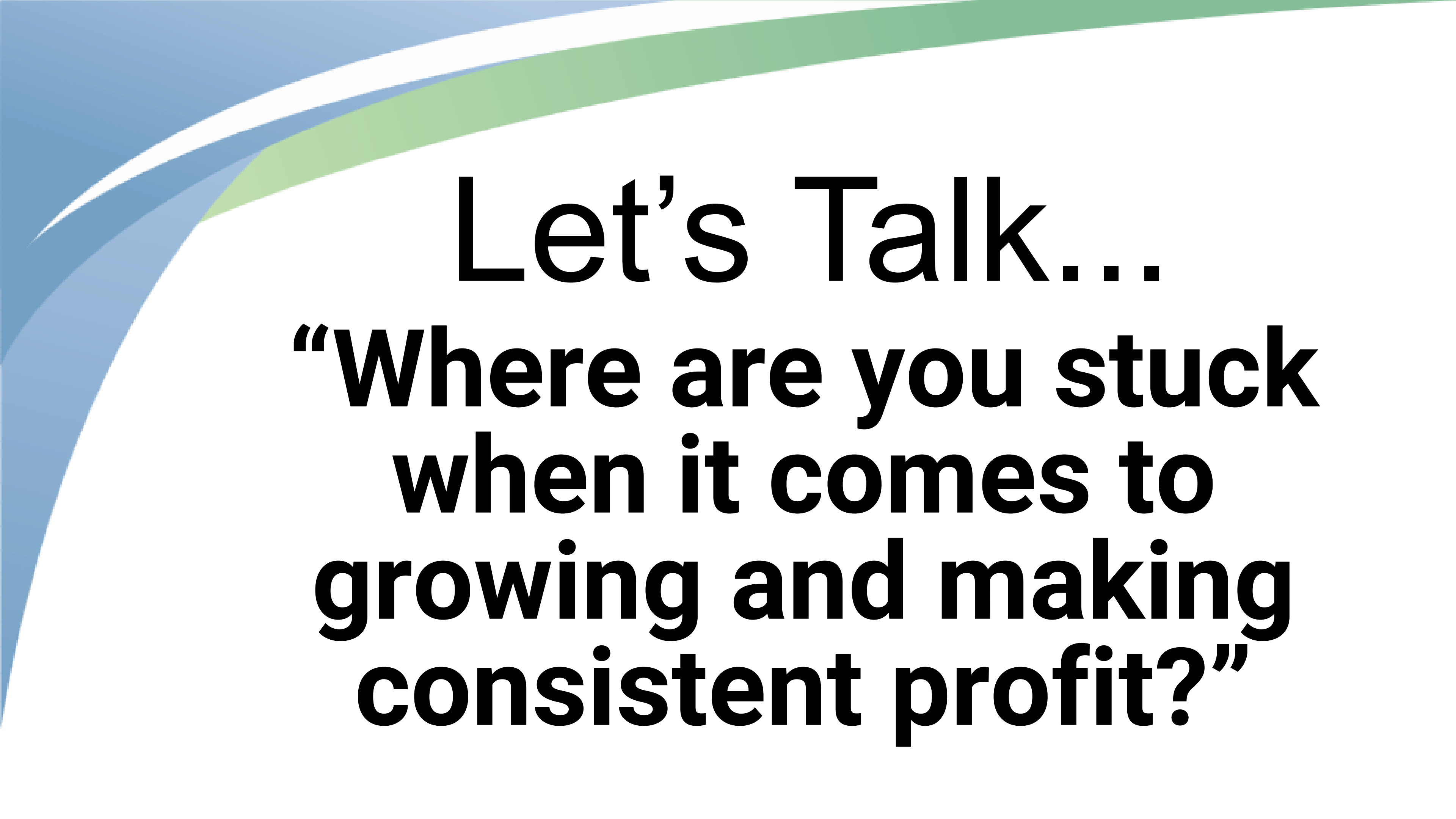
challenges

- Balancing family life with business responsibilities.
- Managing cash flow and understanding the financial health of the business.
- Keeping up with the latest marketing strategies and technologies.
- Recruiting and retaining skilled employees.
- Ensuring all legal and regulatory requirements are met.
- Differentiating her business from competitors in a crowded market.
- Providing next-level leadership for her team.
- Repeating the same tasks over and over!
- Not having systems that can scale... and allow her to manage the business, not “do all the things”



does sarah
sound
familiar?





Let's Talk...

**“Where are you stuck
when it comes to
growing and making
consistent profit?”**



**Your Biggest
CHALLENGE is really...**

YOUR SYSTEMS
(or lack of systems)

but I'm here to help!

systems create sanity

NO Systems

STRONG Systems

Inconsistent Results

Predictable Process

Stress & Burnout
"Doing It All"

Consistent Profit
& Scalable



SIX SYSTEMS OF SUCCESS





Structure & Foundation systems



**Business
Structure**

**Licensing
& Bonding**

INsurances

**Business
Continuity**

**Core
Values**

**your
WHY!**



Finances & accounting systems



weekly, monthly, quarterly, annual systems

bookkeeping
Accounting

payroll

Taxes

Budgeting
for growth

access to
capital

cash
flow



branding & Marketing systems



professional
website

local seo
& GBP

Social Media

Reviews &
Reputation

Paid
leads

creative
marketing



FIELD & OFFICE operations systems



CRM & Field Software

SCHEDULING & DISPATCH

FLEET & EQUIPMENT MANAGEMENT

SAFETY PROTOCOLS

BUSINESS TEMPLATES

WORKFLOWS & SOP



people & team systems



build the team that builds the business

hiring &
onboarding

Create Great
paying
careers

culture &
retention

ongoing
training

team
benefits

people
before
customers



leadership & management systems



lead with systems, not stress!

set & track
goals

weekly
team meeting

delegation &
designation

performance
reviews

coaching &
accountability

build the
dream, together

most impactful for my biz!

set & track
goals

bookkeeping
Accounting

Reviews &
Reputation

CRM & Field
Software

Core
Values

Create Great
paying
careers

team
benefits

DON'T

**OVERWHELM
YOURSELF!**

PICK 2

Scan Here for Today's SLIDES



Connect with tanya

