

The Hours Worksheet

Every estimate from the book, with room for your own numbers. These are for a single-location business doing the work itself. Your market will push them up or down.

Part of the system	Book estimate: setup	Your setup hours	Book estimate: per week	Your weekly hours
Audit, AI check, and tracking Chapters 1 and 7	About 10 to 20 hours		About 30 minutes	
Pillar 1: Entity Home Chapter 2	Often 20 to 80 hours		About 3 to 4 hours	
Pillar 2: Google Business Profile Chapter 3	About 2 to 4 hours		About 20 to 30 minutes	
Reviews Chapter 4	About 1 hour		About 1 to 1.5 hours	
Pillar 3: Niche Authority Chapter 5	About 8 to 17 hours		About 1 to 1.5 hours	
Pillar 4: Digital Presence, social Chapter 6	About 7 to 11 hours		About 30 to 45 minutes	
Pillar 4: Google Ads, if you run them Chapter 6	About 5 to 8 hours		About 1 to 1.5 hours	
Total	About 50 to 140 hours		About 7.5 to 10 hours	

Track your real time for two weeks

[illegible]

What your numbers tell you

If your weekly total is close to 10 hours and you have that time, you can build it yourself. If you have the time but want guidance, get a coach. If you do not have the time, have someone run it for you. Chapter 8 walks through all three paths.

From *Halo One: The Local Digital Domination System* by Ryan McCain. Free at norzer.me/book. Want a second set of eyes? Readers get a discounted audit at norzer.me/contact (send proof of purchase).