

The Service Business Selection Scorecard

Score any service business idea on nine criteria before you spend a dollar on it. Compare ideas by total score, not by feelings.

Most people pick a business off a YouTube video or a gut feeling. That is how you lose a year and your savings. Print this page, score each idea 1 to 5 on every criterion, and let the total decide which idea earns a full financial model.

Score your idea: 1 (bad) to 5 (excellent)

1. Startup cost

Can you launch with the capital you actually have? 5 = launchable with what is in your bank account today.

1	2	3	4	5
☐	☐	☐	☐	☐

2. Licensing

How long and expensive is it before you can legally take a paid job? 5 = days, not years.

1	2	3	4	5
☐	☐	☐	☐	☐

3. Demand

Do people need this constantly, in every economy? 5 = things break and must be fixed regardless of the news.

1	2	3	4	5
☐	☐	☐	☐	☐

4. Average ticket

What does a normal completed job pay? 5 = hundreds per job, not tens.

1	2	3	4	5
☐	☐	☐	☐	☐

5. Margins

What is left after parts, materials, and direct labor? 5 = half the ticket or better stays with you.

1	2	3	4	5
☐	☐	☐	☐	☐

6. Repeat business

Does a customer ever need you again? 5 = the same customer calls every year.

1	2	3	4	5
☐	☐	☐	☐	☐

7. Hiring difficulty

When it is time to grow, can you find techs? 5 = trainable in weeks, labor pool exists.

1	2	3	4	5
☐	☐	☐	☐	☐

8. Fulfillment complexity

How hard is the work to deliver well and consistently? 5 = simple, repeatable, low liability.

1	2	3	4	5
☐	☐	☐	☐	☐

9. Speed to first revenue

How fast can you be doing paid jobs? 5 = first paying customer within 30 days.

1	2	3	4	5
☐	☐	☐	☐	☐

TOTAL SCORE: _____

Read your total

- **35 or higher:** A business that scores here deserves a full financial model. Run the numbers next.
- **25 to 34:** Something is weak. Find the weak criterion and decide whether you can live with it.
- **Under 25:** Walk away, no matter how much you like the idea. The scorecard just saved you a year.

NEXT STEP

Take your best-scoring idea to the free Business Economics Calculator at actionscale.vercel.app/calculator and see if the math can support your income target. Module 2 covers exactly how.