



PROFITIQS

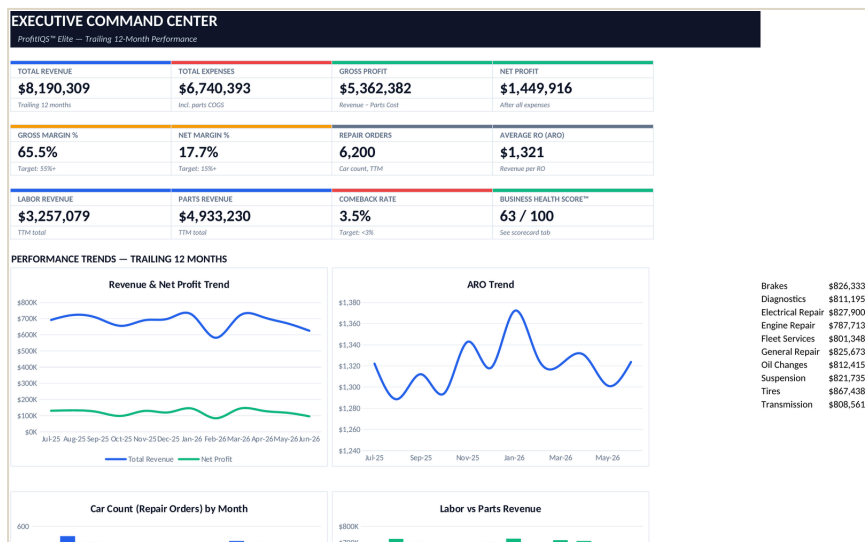
AFFILIATE MARKETING KIT · 2026

Auto Repair Shop Business Intelligence System



What's Inside This Kit

Everything you need to promote Auto Repair Shop Business Intelligence System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

1. Niche Overview & Product Facts
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10. Paid Ad Copy (Meta Ads)
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Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Auto Repair Shop — Niche Overview and Product Facts

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Verified product facts

Exact product name: Auto Repair Shop Business Intelligence System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 8 sheets; Field Guide PDF — 36 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 41 sheets; Field Guide PDF — 65 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	\$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):

<https://www.profitiqs.com/industries/auto-repair>

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727149	https://www.checkout-ds24.com/product/727149
Elite	727007	https://www.checkout-ds24.com/product/727007
Complete	720175	https://www.checkout-ds24.com/product/720175

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see **[YOUR AFFILIATE LINK]** throughout this kit).

Audience

Independent auto repair shop owners, general managers and service managers.

Buyer profiles (HYPOTHESIS)

The busy owner-operator. Runs one shop, still turns wrenches or writes service some days, and does the books at night. Knows the shop is busy but not which work actually pays.

The growing multi-bay shop. Six or more bays, several technicians and a service advisor. Needs to see technician output, bay use and parts margin without buying a full shop-management suite.

The numbers-curious manager. A service or general manager who reports to an owner and wants a clean monthly review instead of building spreadsheets from scratch.

The fleet-account shop. Services commercial or fleet vehicles alongside retail customers and wants fleet work tracked separately.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Busy bays, thin profit.** A shop can be full every day and still end the month with less than expected, because labor, parts and comebacks are rarely looked at side by side.
- **Parts margin leaks.** Parts priced on the fly, supplier costs that creep up and returns that never get credited make parts profit hard to see.
- **Comebacks and warranty work.** Repeat repairs eat bay time and technician hours that nobody bills, and they are easy to forget once the car leaves.
- **Technician output is a guess.** Owners often know who feels fastest, not whose hours actually produce the most labor sales.
- **Average repair order is a mystery.** Without tracking it, it is hard to tell whether the shop is growing by more cars or by better tickets.
- **Tax time scramble.** Expenses live in receipts, card statements and the shop system, so the accountant gets a shoebox instead of a summary.

Buyer motivations (HYPOTHESIS)

- See which services, technicians and bays actually make money
- Stop guessing at parts margin and comeback cost
- Walk into a monthly review with real numbers instead of gut feel
- Hand the accountant a clean summary and know what to set aside for taxes
- Work in Excel, a tool they already know, instead of learning new software

Why someone might consider a business intelligence system

The common thread is visibility: shop owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Auto Repair Shop Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner entering data and

reviewing it regularly.

Key numbers this audience cares about (educational)

- **Average repair order (ARO):** Total revenue divided by the number of repair orders. A simple way to see whether tickets are growing.
- **Car count:** How many vehicles the shop serviced in a period. Paired with ARO it explains where revenue came from.
- **Gross margin:** What is left after parts cost, as a share of revenue. The Elite dashboard shows it against a planning target.
- **Technician productivity:** How much billable work each technician produces for the hours they are paid.
- **Bay utilization:** How much of the available bay time is actually used for paying work.
- **Comeback rate:** The share of jobs that return for the same problem. Every comeback costs bay time and technician hours.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "My shop management software already has reports."
- "I am not an Excel person."
- "I do not have time to enter data twice."
- "Which edition do I need?"
- "Will this make my shop more profitable?"
- "Is it a subscription?"
- "Does it replace my accountant?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: a four-bay shop that feels slammed every week opens the Executive Command Center and sees revenue up but gross margin below its target, then checks the Parts Sales Tracker to see which parts lines are priced low.
- Hypothetical: an owner reviewing the Comeback Tracker notices the same repair type returning several times and decides to look at that procedure with the team.

Auto Repair Shop — Tier Comparison

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Product: Auto Repair Shop Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 8 sheets	Elite — 41 sheets	Both workbooks
Field Guide (PDF)	36 pages	65 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Owners who want the core picture: repair orders, expenses, profit, a business health snapshot and a tax set-aside estimate.	Shops that want to analyze technicians, service advisors, bays, labor and parts sales, inventory, warranty, comebacks and fleet accounts.	Owners who want both editions: start with Essential and grow into Elite.

Essential 2026 — every visible sheet (VERIFIED, 8)

- START HERE
- SETUP
- REPAIR ORDER ENTRY
- EXPENSE ENTRY
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 41)

- 01 Start Here
- 02 Executive Command Center
- 03 Lead Tracker
- 04 Customer Database

- 05 Vehicle Database
- 06 Repair Order Center
- 07 Service Advisor Center
- 08 Technician Performance
- 09 Labor Sales Tracker
- 10 Parts Sales Tracker
- 11 Inventory Control Center
- 12 Supplier Database
- 13 Warranty Tracker
- 14 Comeback Tracker
- 15 Expense Tracker
- 16 Revenue Tracker
- 17 Cash Flow Center
- 18 Accounts Receivable Center
- 19 Customer Analytics Center
- 20 Vehicle Analytics Center
- 21 Service Analytics Center
- 22 Bay Utilization Center
- 23 Shop Productivity Center
- 24 KPI Scorecard
- 25 Business Health Score
- 26 Profit Leak Detector
- 27 Forecasting Center
- 28 Benchmarking Center
- 29 Fleet Account Tracker
- 30 Equipment Tracker
- 31 Monthly Business Review
- 32 Annual Performance Center
- 33 Executive Report Center
- 34 Strategic Planning Center
- 35 Tax Setup
- 36 Tax Reserve & VAT Center
- 37 Deduction Maximizer
- 38 Tax Readiness Center
- 39 Accountant Summary
- 40 Glossary
- 41 Changelog

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (<https://www.checkout-ds24.com/product/720175>).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Auto Repair Shop — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	Your bays were full all month. So why does the bank account not show it?	Talking head, then cut to the dashboard
2	Problem and solution	If you cannot name your average repair order, you are running the shop on feel.	Talking head, then cut to the dashboard
3	Problem and solution	Parts margin is the easiest profit to overlook. Here is where to find it.	Talking head, then cut to the dashboard
4	Problem and solution	Every comeback is a free repair. Do you know how many you did last month?	Talking head, then cut to the dashboard
5	Industry mistake	An easy money mistake in a repair shop: judging the month by how busy it felt.	Talking head with on-screen text
6	Industry mistake	Pricing parts from memory? That is how margin quietly disappears.	Talking head with on-screen text
7	Industry mistake	Fleet accounts feel like steady money. Have you checked whether they actually pay?	Talking head with on-screen text
8	Industry mistake	Shop owners: stop leaving receipts in a drawer until tax season.	Talking head with on-screen text
9	Operational inefficiency	Your slowest bay might be costing you more than your slowest tech.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	Comebacks do not just cost parts. They cost a bay and a technician you could have billed.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	One spreadsheet for ROs, one for parts, one for expenses... there is a simpler way.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the shop books at 10pm after a full day in the bay? Watch this.	Relatable POV clip
13	Owner frustration	You know which tech feels fastest. Do you know which one produces the most?	Relatable POV clip
14	Owner frustration	Your accountant asked for a summary again. Here is what one looks like.	Relatable POV clip
15	Curiosity	What does a whole auto repair shop look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 41-sheet Excel system built just for repair shops. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every repair shop owner should check every Monday.	Screen recording reveal
18	Educational	Car count vs average repair order: which one is actually growing your shop?	Whiteboard or on-screen definition
19	Educational	What bay utilization means, and why a busy shop can still have empty hours.	Whiteboard or on-screen definition
20	Educational	Gross margin vs net margin for a repair shop, explained in 30 seconds.	Whiteboard or on-screen definition
21	Educational	How to work out what to set aside for taxes from a repair shop month.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Command Center in the Auto Repair Shop Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a repair order and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what a technician performance table looks like when it is built for repair shops.	Screen recording of the sample workbook
25	Product demonstration	The Comeback Tracker: one sheet that makes repeat repairs visible.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your shop.	Split screen of the editions
27	Comparison and decision	Shop software vs an owner's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"My shop software already has reports." Fair. Here is what this adds.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not fix your shop. Here is what it will do.	Talking head, objection as on-screen text

Auto Repair Shop — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Auto Repair Shop Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The busy owner-operator **Length:** about 37 seconds

1. Opening hook (0–3s): Your bays were full all month. So why does the bank account not show it?

2. Spoken narration: A shop can be full every day and still end the month with less than expected, because labor, parts and comebacks are rarely looked at side by side. The Auto Repair Shop Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Command Center with sample data. Revenue, gross and net profit, average repair order and car count sit together at the top.

3. On-screen text:

- Busy bays, thin profit
- Your whole shop on one screen
- Auto Repair Shop Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Command Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Command Center exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Shop owners **Length:** about 34 seconds

1. Opening hook (0–3s): Three common money mistakes in a shop.

2. Spoken narration: One: judging the month by how busy the bays felt instead of by profit. Two: looking only at total revenue and never at the average repair order. Three: pricing parts from memory instead of checking the margin. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Judging the month by how busy the bays felt instead of by profit
- Mistake 2: Looking only at total revenue and never at the average repair order
- Mistake 3: Pricing parts from memory instead of checking the margin

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is average repair order (ARO)?

Type: Educational **Target audience:** Shop owners **Length:** about 29 seconds

1. Opening hook (0–3s): What is average repair order (ARO), and why should you care?

2. Spoken narration: Total revenue divided by the number of repair orders. A simple way to see whether tickets are growing. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Average repair order (ARO)
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Average repair order (ARO) if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Shop owners **Length:** about 35 seconds

1. Opening hook (0–3s): I opened a 41-sheet Excel system built just for repair shops. Here is what is inside.

2. Spoken narration: This is the Auto Repair Shop Business Intelligence System™. The Elite edition has 41 sheets. Here is 08 Technician Performance. Every technician is laid out side by side, so you compare output instead of impressions. And this is 22 Bay Utilization Center. It shows how the bays are actually being used, not just how busy the shop feels.

3. On-screen text:

- Who produces what, in one table
- How busy are your bays, really?

4. Visuals / screen recording: Screen recording: 08 Technician Performance, then 22 Bay Utilization Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The busy owner-operator **Length:** about 31 seconds

1. Opening hook (0–3s): Doing the shop books at 10pm after a full day in the bay? Watch this.

2. Spoken narration: Expenses live in receipts, card statements and the shop system, so the accountant gets a shoebox instead of a summary. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax time scramble
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 34 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your shop.

2. Spoken narration: Essential is \$97: owners who want the core picture: repair orders, expenses, profit, a business health snapshot and a tax set-aside estimate. Elite is \$197: shops that want to analyze technicians, service advisors, bays, labor and parts sales, inventory,

warranty, comebacks and fleet accounts. Complete, \$249, gives you both.

3. On-screen text:

- Essential \$97
- Elite \$197
- Complete \$249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 28 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The formulas, dashboards and reports are already built. You enter repair orders and expenses, and each edition includes a Field Guide and a Quick Start. It does require desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Auto Repair Shop Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 8 sheets; Elite has 41. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder**5. Call to action:** See the editions at the link in my bio. (Caption: #ad — affiliate link)**6. Destination:** [YOUR AFFILIATE LINK]**7. Claims to verify before posting:**

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The numbers-curious manager **Length:** about 29 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your shop.

2. Spoken narration: Open the dashboard. Check average repair order (ARO) and car count. Then open 10 Parts Sales Tracker. Parts sales and margin are tracked line by line. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Average repair order (ARO)
- Check 10 Parts Sales Tracker
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 10 Parts Sales Tracker**5. Call to action:** See the editions at the link in my bio. (Caption: #ad — affiliate link)**6. Destination:** [YOUR AFFILIATE LINK]**7. Claims to verify before posting:**

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Shop owners **Length:** about 31 seconds

1. Opening hook (0–3s): There is one number every repair shop owner should check every Monday.

2. Spoken narration: It is gross margin. What is left after parts cost, as a share of revenue. The Elite dashboard shows it against a planning target. In the Auto Repair Shop Business

Intelligence System™, 14 Comeback Tracker is where you see it alongside the rest of the business.

3. On-screen text:

- Gross margin
- Comebacks, tracked instead of forgotten

4. Visuals / screen recording: Screen recording of 14 Comeback Tracker

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 14 Comeback Tracker content as shown in the sample file
- Disclosure included in caption or on screen

Auto Repair Shop — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

Your bays were full all month. So why does the bank account not show it?

A shop can be full every day and still end the month with less than expected, because labor, parts and comebacks are rarely looked at side by side.

The Auto Repair Shop Business Intelligence System(TM) is a downloadable Excel system built for shop owners. Link in bio.

#ad -- affiliate link

#autorepair #autorepairshop #shopowner #mechanicshop #smallbusiness #automotive

2. Instagram

What does a whole auto repair shop look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate, built in Excel.

Link in bio. #ad -- affiliate link

#autorepair #autorepairshop #shopowner #mechanicshop #smallbusiness #automotive

3. TikTok

An easy money mistake in a repair shop: judging the month by how busy it felt. #ad -- affiliate link #autorepair #autorepairshop #shopowner #mechanicshop #smallbusiness #automotive

4. TikTok

Car count vs average repair order: which one is actually growing your shop? Full breakdown in the video. #ad -- affiliate link #autorepair #autorepairshop #shopowner #mechanicshop #smallbusiness #automotive

5. Facebook

Parts margin is the easiest profit to overlook. Here is where to find it.

Parts priced on the fly, supplier costs that creep up and returns that never get credited make parts profit hard to see.

If you run a shop, the Auto Repair Shop Business Intelligence System(TM) is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

6. Facebook

Question for shop owners: average repair order (ARO) -- do you know yours?

Total revenue divided by the number of repair orders. A simple way to see whether tickets are growing.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

7. LinkedIn

If you cannot name your average repair order, you are running the shop on feel.

Without tracking it, it is hard to tell whether the shop is growing by more cars or by better tickets.

The Auto Repair Shop Business Intelligence System(TM) turns shop data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

8. LinkedIn

Three numbers every shop owner should review monthly:

1. Average repair order (ARO)
2. Car count
3. Gross margin

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

9. X / Threads

Your slowest bay might be costing you more than your slowest tech. [YOUR AFFILIATE LINK] #ad -- affiliate link

10. YouTube community

Essential or Elite? How to pick the right edition for your shop.

Essential \$97 - Elite \$197 - Complete \$249. Comparison in my latest Short. [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

10 short promotional posts

1. Every comeback is a free repair. Do you know how many you did last month? [YOUR AFFILIATE LINK] #ad – affiliate link
2. Pricing parts from memory? That is how margin quietly disappears. [YOUR AFFILIATE LINK] #ad – affiliate link
3. Fleet accounts feel like steady money. Have you checked whether they actually pay? [YOUR AFFILIATE LINK] #ad – affiliate link
4. Comebacks do not just cost parts. They cost a bay and a technician you could have billed. [YOUR AFFILIATE LINK] #ad – affiliate link
5. You know which tech feels fastest. Do you know which one produces the most? [YOUR AFFILIATE LINK] #ad – affiliate link
6. Your accountant asked for a summary again. Here is what one looks like. [YOUR AFFILIATE LINK] #ad – affiliate link
7. What bay utilization means, and why a busy shop can still have empty hours. [YOUR AFFILIATE LINK] #ad – affiliate link
8. Gross margin vs net margin for a repair shop, explained in 30 seconds. [YOUR AFFILIATE LINK] #ad – affiliate link
9. How to work out what to set aside for taxes from a repair shop month. [YOUR AFFILIATE LINK] #ad – affiliate link
10. Shop software vs an owner's Excel dashboard: they answer different questions. [YOUR

AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Auto Repair Shop Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at \$97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for shop owners — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Average repair order (ARO) explained** — Define average repair order (ARO) in plain English (Total revenue divided by the number of repair orders. A simple way to see whether tickets are growing.) and show where it appears in the sample workbook.
2. **Car count explained** — Define car count in plain English (How many vehicles the shop serviced in a period. Paired with ARO it explains where revenue came from.) and show where it appears in the sample workbook.
3. **Gross margin explained** — Define gross margin in plain English (What is left after parts cost, as a share of revenue. The Elite dashboard shows it against a planning target.) and show where it appears in the sample workbook.
4. **Mistake: Treating comebacks as bad luck instead of tracking them** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Not setting money aside for taxes as the year goes** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes shop owners make

- **Slide 1:** 5 money mistakes shop owners make
- **Slide 2:** Judging the month by how busy the bays felt instead of by profit
- **Slide 3:** Looking only at total revenue and never at the average repair order
- **Slide 4:** Pricing parts from memory instead of checking the margin
- **Slide 5:** Treating comebacks as bad luck instead of tracking them
- **Slide 6:** Never comparing technicians on the work they actually produce
- **Slide 7:** See them all in one place -> Auto Repair Shop Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a shop

- **Slide 1:** The numbers behind a shop
- **Slide 2:** Average repair order (ARO): Total revenue divided by the number of repair orders. A simple way to see whether tickets are growing.
- **Slide 3:** Car count: How many vehicles the shop serviced in a period. Paired with ARO it explains where revenue came from.
- **Slide 4:** Gross margin: What is left after parts cost, as a share of revenue. The Elite dashboard

shows it against a planning target.

- **Slide 5:** Technician productivity: How much billable work each technician produces for the hours they are paid.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — \$97: Owners who want the core picture: repair orders, expenses, profit, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — \$197: Shops that want to analyze technicians, service advisors, bays, labor and parts sales, inventory, warranty, comebacks and fleet accounts.
- **Slide 4:** Complete — \$249: Owners who want both editions: start with Essential and grow into Elite.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Auto Repair Shop Business Intelligence System™
- **Slide 2:** 02 Executive Command Center: Your whole shop on one screen
- **Slide 3:** 08 Technician Performance: Who produces what, in one table
- **Slide 4:** 22 Bay Utilization Center: How busy are your bays, really?
- **Slide 5:** 14 Comeback Tracker: Comebacks, tracked instead of forgotten
- **Slide 6:** 10 Parts Sales Tracker: Where parts profit hides
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My shop management software already has reports." -> Many shop systems focus on writing ROs and invoicing. This workbook is for the owner-level view across labor, parts, technicians, bays, expenses and taxes in one place. If your current reports already answer those...
- **Slide 3:** "I am not an Excel person." -> The formulas, dashboards and reports are already built. You enter repair orders and expenses, and each edition includes a Field Guide and a Quick Start. It does require desktop Excel.
- **Slide 4:** "I do not have time to enter data twice." -> That is a fair concern. The workbook needs repair orders and expenses entered (or pasted) in. Owners who already export data from their shop system will find it easier.
- **Slide 5:** "Which edition do I need?" -> Essential covers repair orders, expenses, a dashboard, a health snapshot and tax set-aside. Elite is the full 41-sheet system, adding deeper analysis such as technicians, bays, parts, warranty, comebacks and fleet...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Your bays were full all month. So why does the bank account not show it?
2. If you cannot name your average repair order, you are running the shop on feel.
3. What does a whole auto repair shop look like on one screen?
4. I opened a 41-sheet Excel system built just for repair shops. Here is what is inside.
5. Car count vs average repair order: which one is actually growing your shop?
6. What bay utilization means, and why a busy shop can still have empty hours.
7. Here is the Executive Command Center in the Auto Repair Shop Business Intelligence System.
8. Watch me log a repair order and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your shop.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

A shop can be full every day and still end the month with less than expected, because labor, parts and comebacks are rarely looked at side by side. The Auto Repair Shop Business Intelligence System(TM) is a downloadable Excel system for shop owners: dashboards, reports and a tax set-aside estimate, built in.

Editions: Essential \$97 - Elite \$197 - Complete \$249

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

#autorepair #autorepairshop #shopowner #mechanicshop #smallbusiness #automotive

Description template B:

A look inside the Auto Repair Shop Business Intelligence System(TM) with its sample data. Each edition includes the workbook, a Field Guide and a Quick Start. Requires desktop Microsoft Excel.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Auto Repair Shop — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Shop owners on your list who have not bought anything yet **Subject line:** Busy bays, thin profit? **Preview text:** Why a busy shop can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

A shop can be full every day and still end the month with less than expected, because labor, parts and comebacks are rarely looked at side by side.

Parts priced on the fly, supplier costs that creep up and returns that never get credited make parts profit hard to see.

Neither of these is a moral failing -- it is usually just that the numbers live in different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The average repair order (ARO) question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Here is one number worth knowing for any shop: average repair order (ARO).

Total revenue divided by the number of repair orders. A simple way to see whether tickets are growing.

Two more worth adding to your monthly check:

- Car count: How many vehicles the shop serviced in a period. Paired with ARO it explains where revenue came from.
- Gross margin: What is left after parts cost, as a share of revenue. The Elite dashboard shows it against a planning target.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for shop owners **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

The tool I mentioned is the Auto Repair Shop Business Intelligence System(TM).

It is a downloadable Excel workbook built for shop owners. You log your own data and the dashboards, reports and tax set-aside estimate update for you. It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:

- 02 Executive Command Center: Revenue, gross and net profit, average repair order and car count sit together at the top.
- 08 Technician Performance: Every technician is laid out side by side, so you compare output instead of impressions.
- 22 Bay Utilization Center: It shows how the bays are actually being used, not just how busy the shop feels.
- 14 Comeback Tracker: Repeat repairs get logged and summarized, so they stop disappearing once the car leaves.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

If you looked at the Auto Repair Shop Business Intelligence System(TM) and were not sure which edition to pick, here is the short version:

- **Essential -- \$97** (8 sheets): Owners who want the core picture: repair orders, expenses, profit, a business health snapshot and a tax set-aside estimate.
- **Elite -- \$197** (41 sheets): Shops that want to analyze technicians, service advisors, bays, labor and parts sales, inventory, warranty, comebacks and fleet accounts.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: Do you want the core numbers (repair orders, expenses, profit, tax set-aside) or a deeper analysis of technicians, bays and parts?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

I will stop talking about the Auto Repair Shop Business Intelligence System(TM) after this. Two honest answers before I do:

"I am not an Excel person." The formulas, dashboards and reports are already built. You enter repair orders and expenses, and each edition includes a Field Guide and a Quick Start. It does require desktop Excel.

"Will this make my shop more profitable?" No tool can promise that. The workbook shows the numbers clearly; what changes is up to the decisions you make with them.

If it fits how you run your shop, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Auto Repair Shop — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in `graphics/` from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (`00-Master-Affiliate-Kit/brand/`), product dashboard image and Field Guide covers (in `graphics/source/`). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
<code>`graphics/square-1-problem.png`</code>	Square post	1080×1080	Your bays were full all month. So why does the bank account not show it?	A shop can be full every day and still end the month with less than expected, because labor, parts and comebacks are rarely looked at side by side.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
<code>`graphics/square-2-product.png`</code>	Square post	1080×1080	Auto Repair Shop Business Intelligence System™	Excel business system for shop owners · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit

`graphics/square-3-kpi.png`	Square post	1080×1080	What is average repair order (ARO)?	Total revenue divided by the number of repair orders. A simple way to see whether tickets are growing.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number
`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole auto repair shop look like on one screen?	Auto Repair Shop Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Auto Repair Shop system	02 Executive Command Center · 08 Technician Performance · 22 Bay Utilization Center · 14 Comeback Tracker	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential \$97 · Elite \$197 · Complete \$249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Auto Repair Shop Business Intelligence System™	Busy bays, thin profit	See the editions	Text left, dashboard exhibit right

`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Car count vs average repair order: which one is actually growing your shop?	Auto Repair Shop	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers
`graphics/launch-announcement.png`	Launch announcement (square)	1080×1080	Now available: Auto Repair Shop Business Intelligence System™	Essential \$97 · Elite \$197 · Complete \$249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from 05-Social-Media-Copy.md is also rendered as a real, swipeable image in `graphics/carousels/` -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

`graphics/source/workbook-screenshots/Essential/` and `.../Elite/` hold a real screenshot of every visible sheet in both editions (8 and 41 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Auto Repair Shop — Audience and Objection Guide

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Target audience segments

- **The busy owner-operator:** Runs one shop, still turns wrenches or writes service some days, and does the books at night. Knows the shop is busy but not which work actually pays.
- **The growing multi-bay shop:** Six or more bays, several technicians and a service advisor. Needs to see technician output, bay use and parts margin without buying a full shop-management suite.
- **The numbers-curious manager:** A service or general manager who reports to an owner and wants a clean monthly review instead of building spreadsheets from scratch.
- **The fleet-account shop:** Services commercial or fleet vehicles alongside retail customers and wants fleet work tracked separately.

Common objections and honest responses

"My shop management software already has reports." Many shop systems focus on writing ROs and invoicing. This workbook is for the owner-level view across labor, parts, technicians, bays, expenses and taxes in one place. If your current reports already answer those questions, you may not need it.

"I am not an Excel person." The formulas, dashboards and reports are already built. You enter repair orders and expenses, and each edition includes a Field Guide and a Quick Start. It does require desktop Excel.

"I do not have time to enter data twice." That is a fair concern. The workbook needs repair orders and expenses entered (or pasted) in. Owners who already export data from their shop system will find it easier.

"Which edition do I need?" Essential covers repair orders, expenses, a dashboard, a health snapshot and tax set-aside. Elite is the full 41-sheet system, adding deeper analysis such as technicians, bays, parts, warranty, comebacks and fleet accounts. Complete includes both.

"Will this make my shop more profitable?" No tool can promise that. The workbook shows the numbers clearly; what changes is up to the decisions you make with them.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

"Does it replace my accountant?" No. It produces an accountant-ready summary and tax set-aside estimates for planning. Tax figures are estimates, not advice.

Questions to answer before recommending an edition

- Do you want the core numbers (repair orders, expenses, profit, tax set-aside) or a deeper

analysis of technicians, bays and parts?

- How many technicians and bays do you run?
- Do you track warranty work, comebacks or fleet accounts separately today?
- Do you already have desktop Excel?
- Would you rather start simple and see if the habit sticks, or set up the full system now?

Recommended edition by situation (from verified contents)

- **Essential:** Owners who want the core picture: repair orders, expenses, profit, a business health snapshot and a tax set-aside estimate.
- **Elite:** Shops that want to analyze technicians, service advisors, bays, labor and parts sales, inventory, warranty, comebacks and fleet accounts.
- **Complete:** Owners who want both editions: start with Essential and grow into Elite.

When the product is probably not a good fit

- Shops that do not use, or cannot run, desktop Microsoft Excel
- Owners looking for software that writes repair orders, schedules or invoices customers
- Anyone expecting the tool to fix profit on its own without reviewing the numbers
- Multi-location groups that need live, multi-user cloud reporting

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Auto Repair Shop — Pre-Publication Checklist

Tick every box before publishing anything for the Auto Repair Shop Business Intelligence System™.

Product accuracy

- ☐ Product name written exactly as **Auto Repair Shop Business Intelligence System™**
- ☐ Every feature you mention appears in 02-Tier-Comparison.md
- ☐ Prices shown as Essential \$97 / Elite \$197 / Complete \$249 and match the live page

Landing page

- ☐ Link points to the Auto Repair Shop product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/720175>)

Affiliate link

- ☐ Your own Digistore24 affiliate link replaces every placeholder
- ☐ The link opens the correct edition or marketplace entry

Tracking

- ☐ Click your link once from a private window and confirm it lands correctly
- ☐ Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- ☐ Disclosure is visible near the link or in the first lines of the caption
- ☐ Spoken or on-screen disclosure in videos

Call to action

- ☐ One clear CTA per post
- ☐ No invented discounts, bonuses or deadlines

Mobile readability

- ☐ Text on graphics readable on a phone
- ☐ Captions front-load the hook and link

Claims and compliance

- ☐ No income, savings, results or tax promises
- ☐ No fake testimonials, reviews or screenshots
- ☐ Hypothetical examples labeled as hypothetical
- ☐ Not described as AI, automation or a chatbot

Auto Repair Shop — Paid Ad Copy (Meta Ads Manager)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace **[YOUR AFFILIATE LINK]** with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 22/27:

Busy bays, thin profit

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 124/125:

A shop can be full every day and still end the month with less than expected, because labor, parts and comebacks are rarely...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 338 chars:

A shop can be full every day and still end the month with less than expected, because labor, parts and comebacks are rarely looked at side by side. The Auto Repair Shop Business Intelligence System(TM) is a downloadable Excel system for shop owners -- dashboards, reports and a tax set-aside estimate, already built. Three editions from \$97.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: **[YOUR AFFILIATE LINK]**

Product / features

Headline (≤27 chars, safest across placements) -- 23/27:

Auto Repair Shop System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 123/125:

A downloadable Excel system built for shop owners. Dashboards, reports and a tax set-aside estimate -- already built, with...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 258 chars:

The Auto Repair Shop Business Intelligence System(TM) is a downloadable Excel workbook built for shop owners: dashboards, reports and a tax set-aside estimate, already built, with sample data so it works the moment you open it. Requires desktop Microsoft Excel.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 / \$197 / \$249

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

Compare 3 Editions

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

Essential \$97. Elite \$197. Complete \$249. Every edition: workbook, Field Guide, Quick Start.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 403 chars:

Essential (\$97): Owners who want the core picture: repair orders, expenses, profit, a business health snapshot and a tax set-aside estimate. Elite (\$197): Shops that want to analyze technicians, service advisors, bays, labor and parts sales, inventory, warranty, comebacks and fleet accounts. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

Description (≤30 chars, shows on some placements only) -- 19/30:

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 26/27:

Average repair order (ARO)

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 124/125:

Total revenue divided by the number of repair orders. A simple way to see whether tickets are growing. The Auto Repair Shop...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 261 chars:

Average repair order (ARO): Total revenue divided by the number of repair orders. A simple way to see whether tickets are growing. You can work it out by hand, or let the Auto Repair Shop Business Intelligence System(TM) calculate it from the data you already log.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 20/27:

For Auto Repair Shop

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 97/125:

Built specifically for shop owners -- not a generic spreadsheet template. See all three editions.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 246 chars:

The Auto Repair Shop Business Intelligence System(TM) is built specifically for shop owners, not a generic spreadsheet template. Downloadable Excel workbook, sample data included, Field Guide and Quick Start in every edition. See all three editions.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 - \$197 - \$249

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement

(Feed, Stories, Reels, Audience Network).

-
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
 - Do not add urgency, discounts or deadlines that are not real.
 - The product screenshot used in the matching graphics (see [graphics/](#)) must stay unedited -- do not alter numbers in the dashboard image.
 - Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Auto Repair Shop — Cold Email Sequence (8 emails)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace **[FIRST NAME]** and **[YOUR NAME]** before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your shop
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, auto repair shop
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your shop

Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of shop owners do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

Hi [FIRST NAME],

Here is something I notice a lot with shop owners.

Judging the month by how busy the bays felt instead of by profit.

It is an easy thing to fall into. You are busy running the shop. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

Hi [FIRST NAME],

There is one number I think every shop owner should know.

It is called average repair order (ARO). In plain words: total revenue divided by the number of repair orders. A simple way to see whether tickets are growing.

Many owners could not tell you this number if you asked right now. Not because they do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, auto repair shop

Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply "yes" and I will send it over.

[YOUR NAME]

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

Hi [FIRST NAME],

I want to be straight with you.

A lot of shop owners tell me something like this: "My shop management software already has reports."

Here is the honest answer. Many shop systems focus on writing ROs and invoicing. This workbook is for the owner-level view across labor, parts, technicians, bays, expenses and taxes in one place. If your current reports already answer those questions, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is okay. I would rather tell you the truth than waste your time.

[YOUR NAME]

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

Hi [FIRST NAME],

Picture this for a second.

A shop owner opens their numbers for the first time in months. The shop is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like busy bays, thin profit.

That is really all this is for. A simple way to see what is REALLY happening in your shop, every week, without extra work on top of your day.

[YOUR NAME]

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for shop owners. You enter your numbers, it shows you your profit, your biggest costs, and parts margin leaks.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Auto Repair Shop Business Intelligence System(TM), built for exactly this. Three editions, starting at \$97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a shop is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.