

The Mounting Man Roadmap

MARSHALL WAYNE

1.

What this is

I'm Marshall Wayne. I run The Mounting Man, a premium, insured TV mounting business I started in Minneapolis and St. Paul and now operate nationwide.

This is a scored map of that business. It is not a theory deck. Every move in here is something I already ran and tested myself.



2.

The proof

These are the records from the business.

RECORD	AMOUNT	PERIOD
Best day	$6,458.10	September 23, 2025
Best week	$17,456.84	December 1 to 7, 2024
Best month	$59,798.23	December 2024
Best year	$512,022.13	2024
Google Ads spend	$395,727.16	Since 2020, through November 12, 2026

Square figures are Total Collected, before fees, from the locked public records. Google Ads spend is lifetime since 2020, through November 12, 2026.

3.

The score

If you only look at revenue and advertising, this looks like a business that has already solved demand. That part is true. It is not the whole score.

Demand	Solved. Customer flow is consistent. That is not the constraint.	SOLVED
The offer	Already niched to premium mounting. I say no to work that is not the job.	NICHED
Capacity	The constraint. I still do the work. The Twin Cities is close to maxed as a one-man shop.	THE CONSTRAINT



4.

The path

This is the actual path The Mounting Man took, not a generic business ladder.

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1 Premium work, from the start

I started in Minneapolis and St. Paul. I show up, I do the install, and the standard is premium and insured.

2 Make demand consistent

I put the offer in front of the right homeowners with Google Ads and kept going on what worked. The spend figure above is the test I already paid for.

3 Niche, and say no

The business is premium TV mounting. I do not try to be every handyman in the house. Saying no protects the work and the price.

4 Build the system

The job has a path: how it is booked, how it is done, how the review is asked for, and how the work is shown. That is what makes the standard repeatable.

5 Get help without a payroll team

I still do the work in the Twin Cities. I use help at times. The people who help are contractors, not employees.

6 Go nationwide on contractors

The brand, the bookings, the ads, and the customer list stay with me. Contractors do the installs in other markets. That is how this scales past one city without a payroll team.

7 Teach the method

High-Ticket Service Academy is where I show other home-service owners what I already tested, including maps like this one.



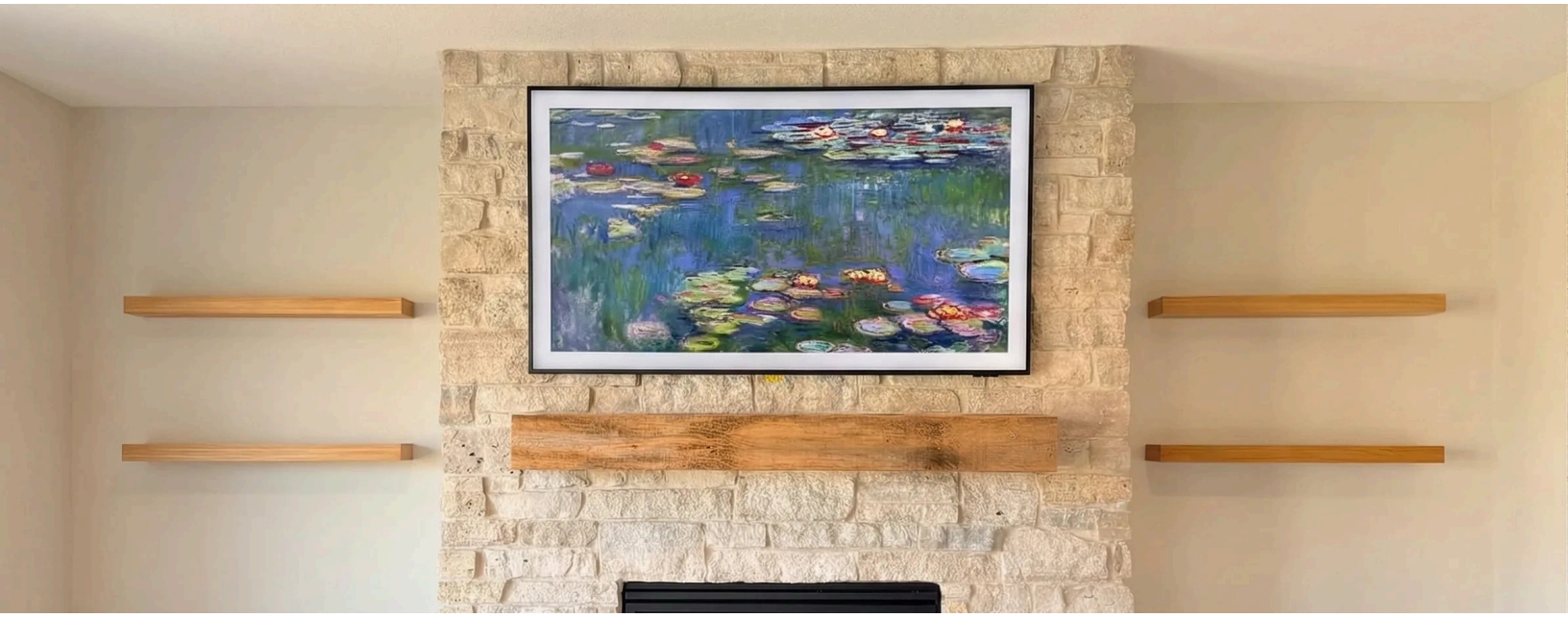
5.

The choice

WHERE THIS GOES NEXT

The Twin Cities stays the premium practice I still show up for. Nationwide scales on contractors, not employees. The customer list and the relationship built in the home are the assets. The academy is how the method scales.

I am not hiring my way into a bigger local staff. That would be a different company. The Twin Cities can be close to maxed as my shop, and The Mounting Man can still grow by putting contractors in more cities, under my brand, with me keeping the list.



6.

What's next

This is one roadmap. The next step is HTSA Standard ($57 a month). It includes:

- Community access
- Weekly AI prompt drops
- Templates
- One group Q&A

Join HTSA Standard, $57/month