

Dollar a Day for Concrete

\$1 per day behind proven content. Kill the bottom 90% at day 7.
\$30/30 behind the winners. You produce the real ingredients —
your AI agents process, post, and promote.

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\$1/day

× 7 days per asset — the test that buys
real signal

90%

killed at day 7 — no mercy, no favorites

\$30/30

behind each winner — then hunt the
unicorns

What Dollar a Day is

Put \$1 per day for 7 days behind content that has **already proven itself** — a pour video your audience engaged with, a review a customer wrote, a stamped patio you delivered. Read the numbers at day 7. Kill the bottom 90%. Put \$30 over 30 days behind the winners.

It is not “cheap ads.” It is a signal-detection system: small money buys real data about what deserves big money. Boosting amplifies a winner — it does not rescue a flop.

You produce. Agents process, post, and promote.

Stage	What happens	Who does it in 2026
1 · Produce	Capture real ingredients on real jobs	You. Agents never invent this.
2 · Process	Cut clips, write posts, build pages, wire the pixel	Your AI agents
3 · Post	Publish, schedule, cross-link to your hub	Your AI agents
4 · Promote	Boost winners \$1/day, day-7 kill/scale calls, retarget	Agents propose · you approve spend

The honesty rule: agents process, post, and promote — they never generate the ingredient. If it didn't happen on a real job with a real customer, it doesn't go in the machine.

The non-negotiable rules

- **Boost only proven content.** The audience already voted — respect the vote.
- **\$1/day × 7 days per asset.** Layer one new asset per day; five assets peaks at \$5/day.
- **Kill the bottom 90% at day 7.** The numbers decide, not your favorite.
- **\$30 over 30 days behind each winner.** Unicorns that hold at 10× spend get real budget.
- **Collabs and third-party proof jump the queue.** Borrowed authority converts.
- **Digital plumbing first.** Pixel, analytics, Google Business Profile, review flow.

Week one, laid out

Day	Action	Daily spend
1	Boost asset A — your best proven piece — at \$1/day	\$1
2–5	Add assets B, C, D, E — one per day	\$2→\$5
7–11	Each asset hits its day-7 read — kill or scale	\$5 → tapering
8+	Layer next week's five from fresh ingredients	~\$5

Budget line	Math	Monthly
Testing	5 assets × \$7	\$35
Scaling	1–2 winners × \$30/30	\$30–\$60
Total program	Signal + scale + a compounding retargeting pool	Under \$100

Read each day-7 through **MAA — Metrics, Analysis, Action**: what happened, why, and the kill/re-cut/scale call that closes the gap.

The Concrete playbook

Hooks that name your customer

- “Why we cut control joints within 24 hours — or you get the random crack nobody can explain.”
- “Stamped concrete vs. pavers: the real \$4-a-square-foot difference nobody tells you about.”
- “That white haze on your new driveway (efflorescence) — totally normal, here’s how long it actually takes to fade.”
- “28 days to full cure — why we tell you not to move the grill back on it week one.”

What to capture on the job

- The pour and finish, time-lapsed — bull float to trowel to broom or stamp. The single highest-converting asset in concrete.
- The color reveal — release agent washed off a stamped or stained slab, the moment the real color shows.
- Before/after of a cracked, heaved driveway replaced with a clean slab — the transformation homeowners share with neighbors.
- Control-joint saw work, close up. Precision on camera reads as expertise.
- Cold-weather pours under a curing blanket — craftsmanship customers never see anywhere else.

Your season

Pour season is weather-gated: spring through fall carries the volume, and driveways/patios book heavy in spring for summer completion. Cold-weather concrete — heated enclosures, accelerators, blankets — is a premium story worth telling all winter.

Networks & targeting — chosen last

- **Warm first:** video viewers, profile visitors, pixel traffic, customer lists.
- **Lighthouse-adjacent:** followers of the builders, remodelers, and local pages your customers already trust.
- **Cold last:** lookalikes of warm — only after an asset proves itself.

Real runs of this exact play

Dollar a Day for contractors. The trades loop applies job-for-job in concrete: real clips, \$1/day tests, kill the losers at day 7, \$30/30 behind winners. Full teaching and worked examples at blitzmetrics.com/dad.

Start with the audit. The concrete quick audit at localservicespotlight.com scores your reputation signals before you spend a dollar — so the first seven dollars go behind the pour that's already proven it can convert.

Run it with your agents this week

- **Feed the machine:** drop the week's raw clips, photos, numbers, and reviews into your agent's project.
- **Process & post:** the agent cuts, writes in your voice, publishes, and cross-links — your website is the hub, social is the spokes.
- **Promote:** the agent ranks last week's content by real engagement, proposes five boosts with GCT chains, and delivers day-7 kill/scale calls. You approve the spend.
- **Document:** after each run the agent writes the meta-article — the receipts. The system improves itself.

Start here: concretespotlight.com — the audit wall, the builder, the scorecard, and this guide. The master teaching lives at blitzmetrics.com/dad.