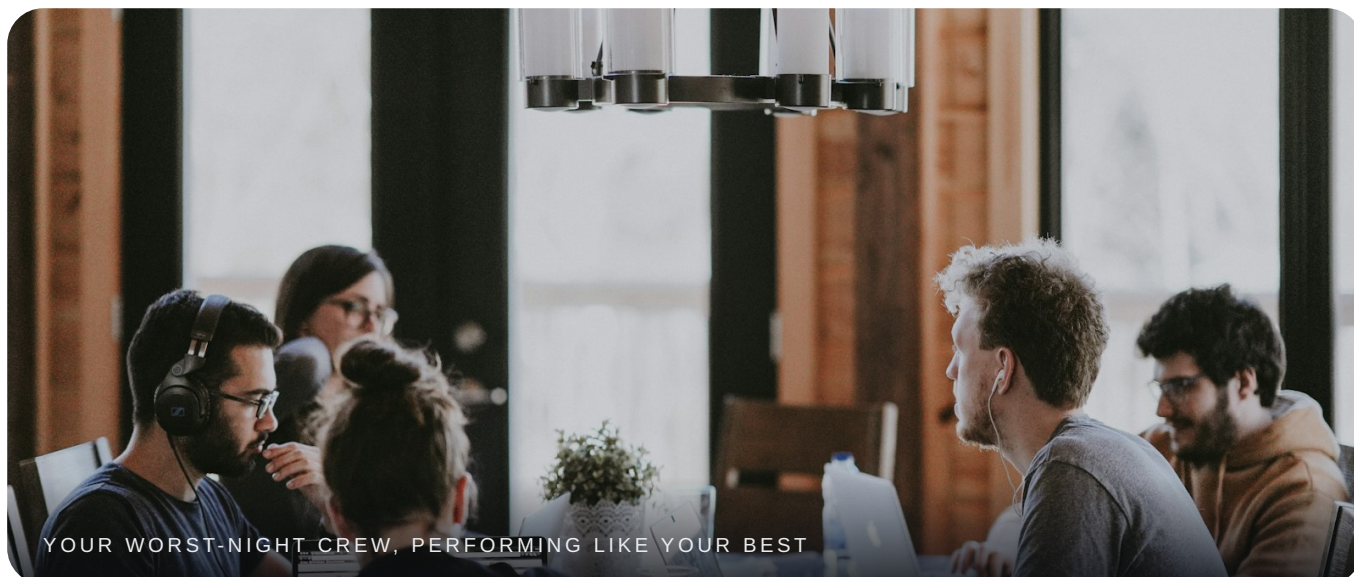


FREE SAMPLE · FROM THE LIGHTING BUSINESS OS

The Night That Costs \$1,200

A true-to-life story, the checklist that prevents it, and the math of running on paper.



YOUR WORST-NIGHT CREW, PERFORMING LIKE YOUR BEST

01

Marcus's Saturday

How one night leaks \$1,200.

02

The fix

The 11pm load-out checklist, printable.

03

The system

What the full OS runs for you.

Meet Marcus. Twelve years in event lighting, great eye, loyal crew, and a business that lived *entirely inside his head*. A story we see across the industry every season.

The Saturday it broke

Two events, same night. Marcus was at the gala, so the wedding crew ran from memory. They forgot the venue's rigging rule, taped cable on a marble floor, and left two wireless uplights in a ceiling rig. Monday brought a \$380 gear loss, a floor damage claim, and a venue that quietly stopped referring them.

The season after paper

Same company, same crew, plus printed checklists, an intake form, and a signed count-out ritual. Zero lost fixtures in a season, the damage claim beaten with load-out photos, and the venue relationship rebuilt with a timeline the coordinator now forwards to other couples' planners.

\$1,200+

a typical season of "shrinkage"
recovered by the count-out ritual alone

45 min

saved at every load-in when cables
come out coiled and tagged

2×

more 5-star reviews when the ask is a
system, not a memory

"The OS is not about working harder. It is about your worst-night crew performing like your best-night crew, because the page remembers what tired people forget."



SYSTEMS ARE HOW SMALL CREWS PUNCH ABOVE THEIR SIZE

The 11pm Load-Out Checklist

Laminate it. Tape it inside the van door. Crew rule: nobody starts the van until the sheet is signed.

☐ **Count fixtures OUT against the load-in sheet number**

The count on paper beats memory at 11pm, every time

☐ **Sweep ceiling rig points and truss with a flashlight**

Clamps and safety cables are the most-left items in the industry

☐ **Photograph the venue floor and walls before leaving**

Your proof if a damage claim appears next week

☐ **Coil and tag DMX and power runs by length**

Saves 45 minutes at the next load-in

☐ **Get a verbal sign-off from the venue contact**

The relationship moment that keeps you on their vendor list

☐ **Battery units on charge the moment the van returns**

Dead batteries discovered on event day are unfixable

2 min

the ritual's cost per event

\$1,200+

a season of shrinkage, recovered

1

venue relationship saved pays for a
year of everything

Load-out is one of six stages. The full OS puts *every stage on paper*: the same story-tested fixes for intake, site visits, load-in, money and reviews.

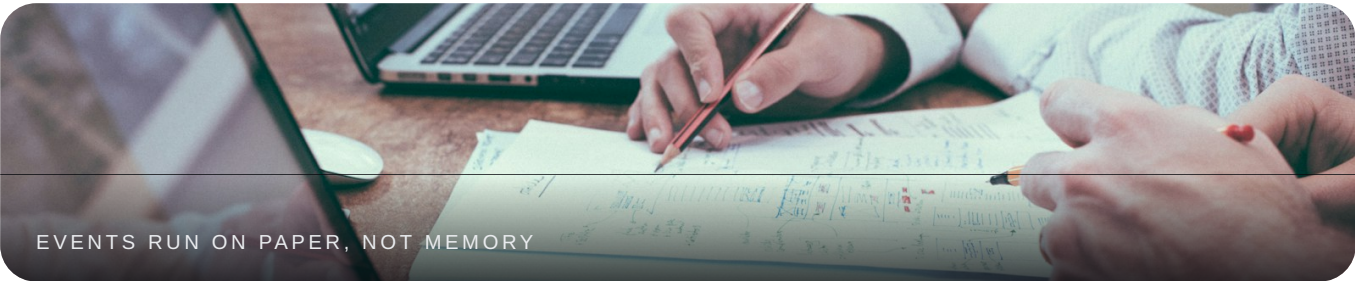
INSIDE THE FULL LIGHTING BUSINESS OS · \$37

Your whole back office, ready made

- ✓ Client intake form, every field that prevents an event-day surprise
- ✓ Site visit walkthrough, the 8 checks that find the room's surprise cheaply
- ✓ Load-in checklist + the event day timeline planners forward to each other
- ✓ Gear inventory tracker and van packing lists by package size
- ✓ Change order script + show-night troubleshooting pocket cards
- ✓ Contract and damage waiver essentials for your attorney's quick review
- ✓ The 3-message review sequence that stacks 5-star proof

14 day money back guarantee. Every purchase includes a free presence audit of your company.

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EVENTS RUN ON PAPER, NOT MEMORY