

Jim Klauck

The Radio Pitchman · Check A Pro

42 years of trust on the radio. 1,611 episodes in the can. The biggest names in home services on speed dial.

And a personal website that is a blank page. This is the audit — and the fix, already built and live at dennisyu.com/jimklauck/.



Jim in the studio — checkapro.com, December 2025

42

years in broadcasting, since 1984

1,611

episodes on YouTube —
already inventoried by our AI
agents

755,859

homeowners served by Check A
Pro since 2005

28

major radio markets, coast to
coast

0

visitors per month to jimklauck.com
— the page is blank

16

monthly Google visits across all
five of his websites, combined

33

brand score today, out of 100
(rubric inside)

80+

brand score on day 90 of the
plan in this report

1 Executive Summary

Verdict: Jim Klauck is the most documented man in home-service radio — and nearly invisible everywhere his next client is looking. He has spent 42 years building exactly the assets everyone else is desperately trying to fake: real trust, real interviews with real industry legends, a real referral brand, and 1,611 recorded episodes. But that mountain of proof lives on the air and in podcast feeds — not on the web pages that Google and AI assistants like ChatGPT actually read. His personal website is literally blank. Fixing this requires **no new work from Jim**: every asset already exists. It only needs to be put where the machines — and the \$15M+ contractors who use them — can find it.

What this asks of Jim, in total: ① flip four nameserver lines at GoDaddy — **10 minutes, once** (guide ready); ② approve a one-page fact sheet — **20 minutes, once**; ③ optionally skim the week’s three articles — **15 min/week, delegable to Ashley**. That is the entire job. Everything else is done by AI agents and the Local Service Spotlight team — including the example website, **already live at dennisyu.com/jimklauck/**, built with zero minutes of Jim’s time. Cost to Jim: **\$0**, per Dennis’s standing April 21 offer.

33 → **80+**
TODAY DAY 90

The five findings that matter

- 1. The trust already exists — offline.** 42 years on air. Weekly shows on AM 700 KSEV and AM 1070 KNTH in Houston, carried in markets from Dallas to Tampa to Los Angeles (99.5 KKLA, AM 870 The Answer). A referral service that has served 755,859 homeowners. This is the hard part, and it is done.
- 2. The brand is split five ways, and none of the pieces point home.** checkapro.com, checkaproradioshow.com, theradiopitchman.com, contractorsstoriespodcast.com and jimklauck.com are five separate front doors. Combined Google traffic: about 16 visits a month. jimklauck.com — the one with his name on it — serves a blank page.
- 3. The content goldmine is recorded but unreadable.** 1,611 YouTube episodes featuring Michael E. Gerber, Lance Bachmann, and hundreds of contractors — none of it written down as articles Google and ChatGPT can read. Podcast episodes average 9–377 downloads. The library outperforms the distribution by a factor of a thousand.
- 4. Step one is already done — and it worked.** In May 2026, Jim claimed his Google Knowledge Panel (with Dylan on our team). Google now officially knows who Jim Klauck is. What the panel still lacks is somewhere to send people: an official website with his story on it.
- 5. The category is sitting there unclaimed.** Nobody — literally nobody — owns “direct response radio for home services” on Google or in AI answers. Jim invented the playbook and wrote the book on it. The first person to write it all down wins the category by default.

Inside: who Jim is (§2–3) · the proof ledger (§4) · digital inventory & benchmarks (§5–6) · what Google & ChatGPT see (§7) · the relationship map (§8) · the goldmine math (§9) · **the new jimklauck.com, already live (§10)** · zero-effort operations (§11) · straight answers to Jim’s concerns (§12) · the 90-day plan (§13) · sources (§14).

2 Who Is Jim Klauck

Fast facts (verified)

- **Name:** Jim Klauck — known on air as “**Check A Pro Joe**” and to contractors as “**The Radio Pitchman**”
- **Company:** Check A Pro — Premium Kits, LLC · Founder & President · Spring, Texas (24624 I-45 North)
- **On air since:** 1984 · in home-service media since the early 2000s
- **Radio footprint:** direct-response programs across 28 major markets — Houston, Dallas, Tampa, Phoenix, Las Vegas, Los Angeles and more
- **Shows:** The Check A Pro Radio Show (weekly, since 2005-era Houston) · The Radio Pitchman podcast · Contractors’ Stories Podcast
- **Books:** *The Radio Pitchman* — *The Direct Response Formula* · *Meet Joe* (Check A Pro)
- **Business model:** no employees, one project-based VA of 21 years, outsourced CPA — a deliberately simple machine that can run for weeks untouched
- **Clients:** 15+ Check A Pro member accounts — home service companies, typically \$15M+ revenue, in HVAC, plumbing, garage doors, generators and related trades
- **Family:** daughter Ashley, college graduate (May 2026) — Jim hopes she will manage AI for the company
- **Goals he has stated to us:** 2x revenue in 2026; 5x by 2027 at ~90% margin — without hiring and without losing the lifestyle business he designed



The Radio Pitchman — Jim’s B2B brand for contractors who want their phones to ring.

The story in one paragraph

Jim got behind a microphone in 1984 and never left. Two decades in, he saw the same problem from both sides: homeowners couldn’t tell a good contractor from a bad one, and great contractors couldn’t get heard above the noise. In 2005 he founded Check A Pro in Houston — a free referral service where he personally checks licenses, insurance and references on every provider, then puts the best ones on the radio and lets them educate homeowners until the phone rings. The model worked so well it spread to 28 markets, served three-quarters of a million homeowners, and earned him a client list of \$15M+ home-service companies that pay for major-market radio campaigns. He wrote the book on direct-response radio, launched two podcasts, recorded 1,611 episodes — and built it all into a one-man machine so clean it runs for weeks without him. The only thing he never built is the thing this report fixes: **a digital home that tells this story when he isn’t in the room.**

The road so far — verified timeline

1984

Begins his broadcasting career. The voice, the pacing, the pitch — four decades of reps start here.

2005

Founds Check A Pro in Houston — a free homeowner referral service: licenses, insurance and references checked on every provider, every owner interviewed personally. “Check A Pro Joe” is born.

2005–2020

The Check A Pro Radio Show becomes a Houston Saturday institution (AM 700 KSEV; Sat/Sun noon–2 on AM 1070 KNTH) and expands coast to coast — LA’s 99.5 KKLA and AM 870 The Answer carry him today. Sister brand pages share shelf space with Dave Ramsey and Dennis Prager.

2020–2021

Goes digital-adjacent: 755,859 homeowners served via checkapro.com; launches **The Radio Pitchman** brand, book (*The Direct Response Formula*) and podcast to teach contractors the method.

2023–2024

Launches **Contractors’ Stories Podcast** — long-form interviews with the people who built great home-service companies. Guest list grows to include **Michael E. Gerber** (The E-Myth, 34 books) and **Lance Bachmann**.

Dec 2025

Interviews Dennis Yu on Contractors’ Stories: “*Is Google Still King for Home-Service Leads in the Age of AI?*” — where Jim and Dennis warn contractors about AI scams and discuss doing AI right.

May 2026

Claims his Google Knowledge Panel (with Dylan Haugen, Local Service Spotlight). Google officially recognizes Jim Klauck as an entity. Step one: done.

June 2026

This audit — and the example entity home goes live at dennisyu.com/jimklauck/, built by AI agents without using a minute of Jim’s time. The 1,611-episode library sits inventoried and ready. Everything is in position.

Most people have one brand to manage. Jim runs two, aimed at opposite audiences — and both depend on the same engine: his voice and his vetting.



“Check A Pro Joe” — faces homeowners

- **Promise:** “We’ve checked them out — so check us out.” Free referrals to pre-qualified pros.
- **How:** licenses, insurance and references checked; every owner interviewed by Jim personally.
- **Where:** checkapro.com directory · weekly radio shows · 61 categories · 30 service areas.
- **Proof:** 755,859 homeowners served; 20+ years of listener trust in the 50+ demographic that owns the home equity.



“The Radio Pitchman” — faces contractors

- **Promise:** “Get your phone ringing with qualified homeowners, week after week.”
- **How:** long-form direct-response radio programs (30–60 min) that educate listeners until they call — not 30-second spots.
- **Where:** 28 major markets; stations hungry for programming; commissions paid by stations, not by Jim.
- **Proof:** case studies like Tom Decker (Attic Innovations) — one hour on one station to five hours on multiple stations, business tripled in 12 months.

Why this model is a moat (and why AI can’t threaten it)

- **Finite, valuable client universe.** Roughly 300 home-service companies in America are big enough (\$15M+) and in the right trades to afford major-market direct-response radio. Jim needs dozens of them, not millions. That is a relationship business — and Jim owns the relationships.
- **Gatekeeper position.** Stations need programming they can trust; contractors need airtime that converts. Jim is the only person both sides already trust. No algorithm replaces that.
- **Designed-in simplicity.** No employees, no emergencies, automated collections, one VA of 21 years. The business is engineered to be calm. Our plan respects that: **nothing in this report adds operational complexity.**

The strategic point: AI does not replace Jim’s machine — it amplifies it. The machine produces trust and recordings. AI turns those recordings into the written, searchable, citable proof that brings the next 285 clients to the machine.

4

Proof Ledger — Verify Before We Vouch

Local Service Spotlight doctrine: never publish a claim we can't footnote. Every material claim about Jim and Check A Pro, sorted by evidentiary status — because the new website must be built only on facts that hold up.

Claim	Status	Source & note
Broadcasting career since 1984 (42 years)	VERIFIED	Official host bio, checkapro.com (updated Dec 2025); KKLA personality page
Founded Check A Pro in Houston, 2005	VERIFIED	checkapro.com “Our Story” + host bio; consistent across all properties
1,611 episodes / 1,600+ videos on YouTube	VERIFIED	@checkapropodcasts channel; independently inventoried by our AI agents (2025) — method documented publicly at blitzmetrics.com/how-we-inventoried-1600-youtube-videos-using-ai-agents/
755,859 homeowners served	SITE COUNTER	checkapro.com homepage counter. Fine to cite as “750,000+ homeowners served via checkapro.com”
28 major radio markets; airs Sat 8–9am AM 700 KSEV & Sat/Sun noon–2 AM 1070 KNTH (Houston); carried on 99.5 KKLA & AM 870 The Answer (LA)	VERIFIED	Jim’s business overview (April 2026); station personality/show pages live June 2026; site lists 58 cities / 30 service areas
Guests include Michael E. Gerber (E-Myth), Lance Bachmann, Victor Rancour, Amanda Perkins (Endless Energy, \$16M), Kevin Lipps, Glen Blavet (Halo), Dominic Vella	VERIFIED	Published episodes on contractorsstoriespodcast.com & theradiopitchman.com , checked live
Tom Decker / Attic Innovations tripled business in 12 months via the program	CLAIMED	Jim’s own case-study episode (July 2025). Get Tom’s sign-off, then publish as a written case study — it becomes citable
Google Knowledge Panel claimed May 22, 2026	VERIFIED	Google Search Team confirmation email, forwarded by Jim; claim session with Dylan Haugen
jimklauck.com serves a blank page; 0 organic visits	VERIFIED	Live fetch June 12, 2026 (empty response); Ahrefs: DR 0.2, 0 keywords, 0 traffic
Five domains, ~16 combined monthly organic visits	VERIFIED	Ahrefs, June 12, 2026: checkapro.com 10 · contractorsstoriespodcast.com 6 · others 0
“No employees; runs weeks untouched; VA of 21 years; CPA outsourced”	VERIFIED	Jim’s written business overview to Dennis, April 12, 2026 — in his own words
2x 2026 / 5x 2027 revenue goals at ~90% margin	VERIFIED	Stated by Jim on the March 25, 2026 call and reconfirmed in the April thread

Why this page exists: Google and AI reward consistency and punish contradictions. Jim’s bios currently drift across sites (“since 2003” vs “1984”, Joe vs Jim). One canonical fact sheet, mirrored everywhere = cheap fix, big trust gain.

5

Digital Footprint — Five Front Doors, No Home

Here is Jim's entire web presence as Google sees it. **DR** (Domain Rating) is Ahrefs' 0–100 strength score — think of it as the signal strength of a station. For scale: Wikipedia is 97; a healthy small-business site is 20–40.

jimklauck.com

DR 0.2

BLANK PAGE. His name, his domain — serving nothing. 161 sites link to it anyway (his own signatures and show notes). Every one of those links is wasted. **0 visits/mo.**

checkapro.com

DR 28

The consumer directory. Strongest property — but ranks for only **4 keywords**, gets **~10 visits/mo**, and the blog's last post is **May 2021**. A 21-year-old brand earning 10 visits a month.

theradiopitchman.com

DR 12

The B2B offer + book + podcast (on Podbean). **0 keywords, 0 visits.** Latest episode: **July 2025** — stale 11 months. This is the site that should be selling the program.

checkaproradioshow.com

DR 7

The radio show archive (Podbean). **0 keywords, 0 visits.** Holds years of episodes — invisible to search.

contractorsstoriespodcast.com

DR 0.2

The interview podcast (Podbean). 3 keywords, **~6 visits/mo**. Michael Gerber's episode: 106 downloads. Latest episode (June 2026): **9**.

Qwir bio page

—

The old "Jim Klauck BIO — August 1, 2022" one-pager that jimklauck.com used to point at. Rented, unindexed, four years stale.

Socials & profiles — the same story

Property	Status — June 12, 2026	Assessment
YouTube @checkapropodcasts	✓ 1,611 episodes uploaded	The crown jewel. Twenty years of trust, recorded — with no articles around it, so search can't see it.
Google Knowledge Panel	✓ Claimed May 22, 2026	Google officially knows Jim. The panel now needs an official website and consistent facts to display. (That's \$10.)
LinkedIn	⚠ Three separate Jim Klauck profiles; main one ~100 connections	Duplicate identities split his signal. His buyers — owners of \$15M+ companies — live on LinkedIn. One profile, properly built, wins.
Instagram · X @checkapro	IG: 19 followers, 0 posts · X: dormant	Reserved but unused. Fine — both get fed automatically by the repurposing engine; nobody logs in again.
Facebook facebook.com/checkapro	Active page, linked from everything	The right channel for his 50+ homeowner audience; gets the same automated feed. Wikidata (the fact database AI reads): a 20-minute add once the site is live.
Podcast directories	✓ Apple, Spotify, iHeart, Amazon, TuneIn + 5 more	Distribution exists. It needs the website hub so every listen has somewhere to land.

Found money, part 1: in December 2025, Dennis handed Jim the four nameserver lines that point jimklauck.com to a professionally managed build — Jim keeps 100% ownership. The switch was never flipped. Still a ten-minute fix at GoDaddy, and it is Week 1, Day 1 of the plan.

6

Benchmarks — Jim vs. the People He Out-Earns

Domain Rating of the personal/company sites of people in Jim's own world. Read this carefully: **the men Jim interviews — and out-experiences by decades — out-rank him online.**

dennisyu.com — what a finished entity home looks like (the model for jimklauck.com)

DR 47

servicebusinessmastery.com — Tersh Blissett's HVAC podcast brand

DR 30

checkapro.com — Jim's best property, 21 years old

DR 28

tommymello.com — A1 Garage (\$200M+ company), 175 visits/mo

DR 14

theradiopitchman.com — the site that sells Jim's program

DR 12

joecrisara.com — "America's Service Sales Coach" (brand lives at servicemvp.com)

DR 0.0

jimklauck.com — Jim's name. Blank.

DR

Ahrefs, June 12, 2026. DR is logarithmic — the gap between 0.2 and 28 is enormous; the gap to 47 is the 90-day program working on a years horizon.

The two numbers that tell the whole story

1,000,000+ minutes of Jim's voice recorded across 1,611 episodes and 20 years of weekly radio.
(1,611 episodes × ~40 min average, plus two decades of weekly broadcast hours)

16 visits per month from Google across all five of his websites, combined.

That is what the machines can currently find of those million minutes.

The benchmark insight: none of Jim's peers have solved this either — Tommy Mello's site gets 175 visits a month while his Instagram has over a million followers; Joe Crisara's name-domain rates 0.0. The entire home-services-media world is digitally under-built. Whoever writes it down first owns the category. Jim has the deepest archive and the longest track record — **he should be the one.**

How to think about AI search (no jargon, one paragraph)

ChatGPT, Google's AI answers, and the rest don't listen to the radio. They read. They form their opinion of Jim Klauck from the public written record — websites, articles, directories, fact databases. When a contractor in Dallas asks, "*Who should I talk to about radio advertising for my HVAC company?*", the AI recommends whoever has the clearest written story. **Think of AI as a brand-new radio listener who reads the entire internet overnight: if your story isn't written down, it cannot repeat it.**

The three searches that matter for Jim

When someone searches...	What happens today	What happens after the build
<p>"Jim Klauck" (a contractor checking him out before a call)</p>	<p>Knowledge Panel appears (claimed May 2026 ✓) — but clicking through leads to a blank site, a stale Podbean page, or one of three LinkedIns. The trail goes cold exactly when a prospect is warmest.</p>	<p>Panel links to jimklauck.com: the story, the proof, the client results, the book, the booking calendar. The trail ends in a phone call.</p>
<p>"direct response radio for home services" (the category Jim invented)</p>	<p>No one owns it. Generic agencies and blog spam. Jim — who wrote the actual book — is absent.</p>	<p>Jim's written library (episodes turned into articles, the book chapters, case studies) makes him the default answer — in Google and in AI assistants.</p>
<p>"is radio advertising worth it for HVAC" (what his ~300 prospects actually type)</p>	<p>Reddit threads and agency listicles. Jim's Victor Rancour episode answers this exact question — as an unindexed video.</p>	<p>Each repurposed episode answers one prospect question in writing, with Jim's name, voice and phone number attached.</p>

Why the Knowledge Panel matters more now, not less

AI assistants lean on Google's Knowledge Graph — the fact database behind the panel — to decide *who is real*. Jim cleared the hard hurdle in May: the panel exists and he controls it. The remaining work is feeding it: an official website (it currently has none to show), one consistent bio everywhere, and a steady stream of written, dated, named content. That combination is what makes an AI engine confident enough to say "Jim Klauck is the leading voice in direct-response radio for home services" — *and nothing about it touches his radio shows or the FCC (§12)*.

Honest scope note: we never promise "#1 on ChatGPT." Nobody can. What we can do — because we have done it for clients repeatedly — is make Jim the best-documented person in his category, which is the input every search engine and AI assistant rewards. In a category this empty, best-documented wins by default.

The Relationship Map — Jim's Real Moat

We inventoried every relationship visible in Jim's episodes, station pages, client rosters and correspondence. This is the asset no competitor can copy — **and almost none of it is written down where Google can read it.** Every cell below is a future article, introduction, or co-marketing play.

Radio Networks & Stations

- iHeartMedia · Salem Media · Audacy (active carriage talks)
- AM 700 KSEV & AM 1070 KNTH — Houston home base
- 99.5 KKLA & AM 870 The Answer — Los Angeles
- Station partners across 28 markets: Dallas, Tampa, Phoenix, Las Vegas...

Legends He's Interviewed

- **Michael E. Gerber** — The E-Myth, 34 books
- **Lance Bachmann** — 1SEO founder, home-services investor
- Victor Rancour · Amanda Perkins (\$16M Endless Energy)
- Kevin Lipps · Glen Blavet (Halo) · Dustin Bower · Brian Davis · Dominic Vella + hundreds more

Industry Titans in His Orbit

- **Ken Goodrich** (Goettl) — the E-Myth success story Gerber cites *on Jim's show*
- **Tommy Mello** (A1 Garage, \$200M+)
- **Joe Crisara** (Service MVP)
- Jim Cosmas · Tom Decker (Attic Innovations)

Client Roster (15+ members)

- \$15M+ home-service companies: HVAC, plumbing, garage doors, generators, attic, softwath
- Bellaire Air Conditioning (Rusty Miller) · A1 Door Co. (Richmond, VA) · Attic Innovations...
- ~300-company total prospect universe — finite, reachable, known by name

JIM KLAUCK

Check A Pro Joe · The Radio Pitchman

42 years of trust.
Every spoke on this wheel
is provable, namable —
and currently unwritten.

Growth Partners

- **Dennis Yu** — Local Service Spotlight: this audit, the repurposing engine, Dollar a Day
- **George Leith** — EvolveX 360, connected TV for home services (intro'd April 2026; complementary, not competing)
- **Dylan Haugen** — claimed Jim's Knowledge Panel, built the 1,611-episode inventory

The Home Team

- **Ashley Klauck** — graduated May 2026; Jim's pick to manage AI for the company (this plan is her runway)
- VA of 21 years — project-based, trusted
- Local Texas CPA firm — books handled

Owned Media & IP

- *The Radio Pitchman* — *The Direct Response Formula* (book)
- *Meet Joe* (book)
- 3 shows · 1,611 episodes · 11 podcast platforms
- The "Check A Pro Certified" vetting method itself

Trust Infrastructure

- Google Knowledge Panel — claimed ✓
- Houston Oaks (relationship venue — where Jim hosts the people who matter)
- 20 years of homeowner reviews & on-air testimonials

How we use this map: every interview becomes an article that names the guest (they share it — free distribution to their audience); every client win becomes a written case study; every titan relationship becomes a co-mention that search engines treat as endorsement. Jim's rolodex becomes his ranking engine — without a single new phone call.

The Content Goldmine — Already Recorded, Already Inventoried

What one hour of Jim’s existing audio becomes

Jim already did the only part that requires Jim: he recorded it. Our AI agents (supervised by humans, with Jim approving anything public) turn **each existing episode** into:

- **1 full article** on jimklauck.com — the guest’s story, named and dated, with the video embedded (this is what Google and ChatGPT read)
- **4 short clips** for Facebook, Instagram, YouTube Shorts and LinkedIn — posted automatically
- **3 quote graphics** with the guest’s best lines (guests reshare these — free reach into their audiences)
- **1 email** for the list · **1 LinkedIn post** under Jim’s name



Contractors' Stories — the interview archive that becomes the article engine.

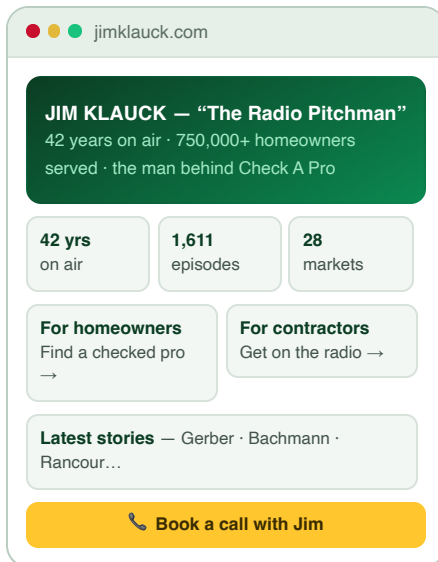
The math: 1,611 episodes × ~9 assets each = **14,000+ pieces of finished content available without recording a single new minute.** Publishing just 3 article-bundles a week is a three-year pipeline. Dylan’s inventory spreadsheet (built May 2026) already lists every episode, guest and topic — the picking list exists.

Proof this exact engine works — receipts from our own shop

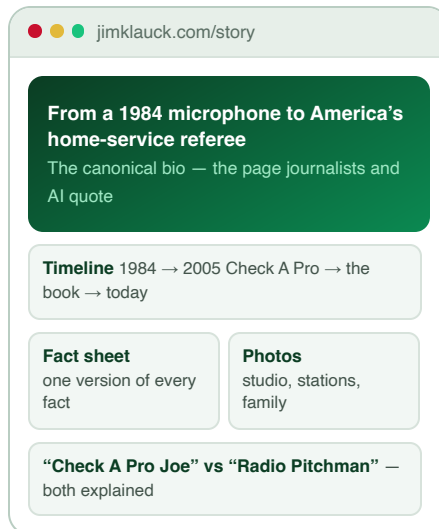
Program	Result
Jim’s own example site	dennisyu.com/jimklauck/ — six pages live as of this audit , built by AI agents in the same session that produced this report. Zero minutes of Jim’s time used
Sean Kelly / Digital Social Hour	50 podcast-guest articles researched, written and published in one wave (June 2026) from a 1,873-episode inventory — same playbook, bigger library than Jim’s
Jim’s own library	1,611 episodes inventoried by our agents in 2025 — the documented method is public
Personal-brand sites we run	dennisyu.com (DR 47) · georgeleith.com · dylan-haugen.com · camhazzard.com · harryjgold.com · marionarang.com — same entity-home blueprint built here

Found money, part 2: the most-asked questions on Jim’s shows are his prospects’ buying questions (“Does radio still work?” “What does a show cost?” “How fast does the phone ring?”). The article versions of those episodes are sales pages he already wrote — out loud, years ago.

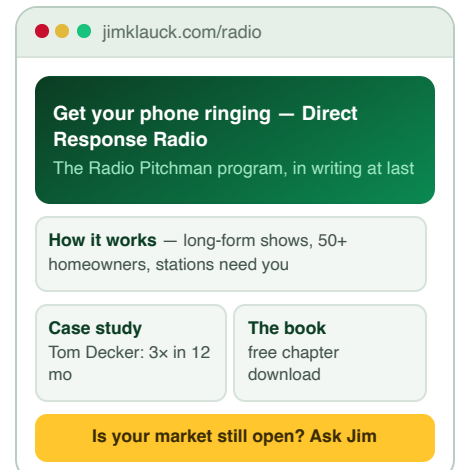
We didn't stop at mockups. Exactly as we did for Olympic climber Julian David (dennisyu.com/julian-david/), **the full example site is live right now at dennisyu.com/jimklauck/** — six pages, built by AI agents, photo-rich, with Jim's real facts, episodes and reviews. One home for both brands: **Jim is the entity; Check A Pro and The Radio Pitchman are what he built.** The day Jim flips his nameservers, it lifts 1:1 onto jimklauck.com. He owns the domain, the content, and every account, with full admin rights, permanently.



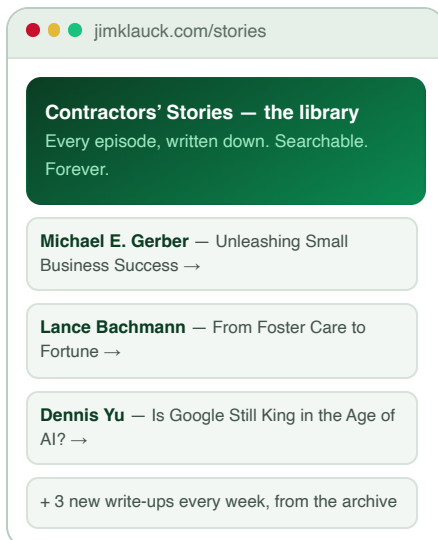
Home — one page, both audiences, every proof number above the fold.



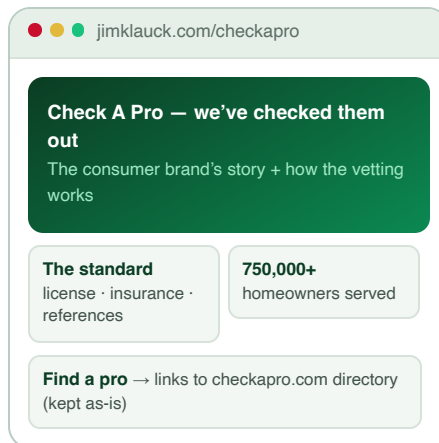
My Story — kills every bio inconsistency; feeds the Knowledge Panel.



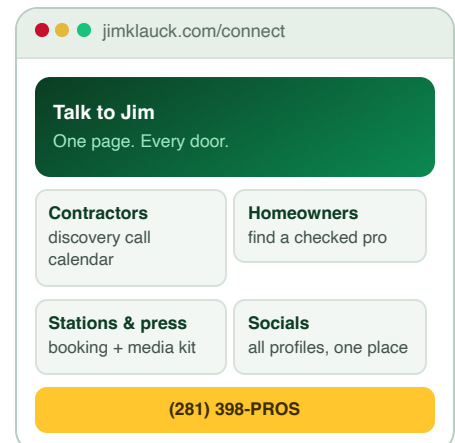
For Contractors — the sales page for the ~300-company universe.



Episode Library — the goldmine of \$9, published. The ranking engine.



Check A Pro — explains the consumer brand; the directory keeps doing its job.



Connect — the conversion page the Knowledge Panel will point to.

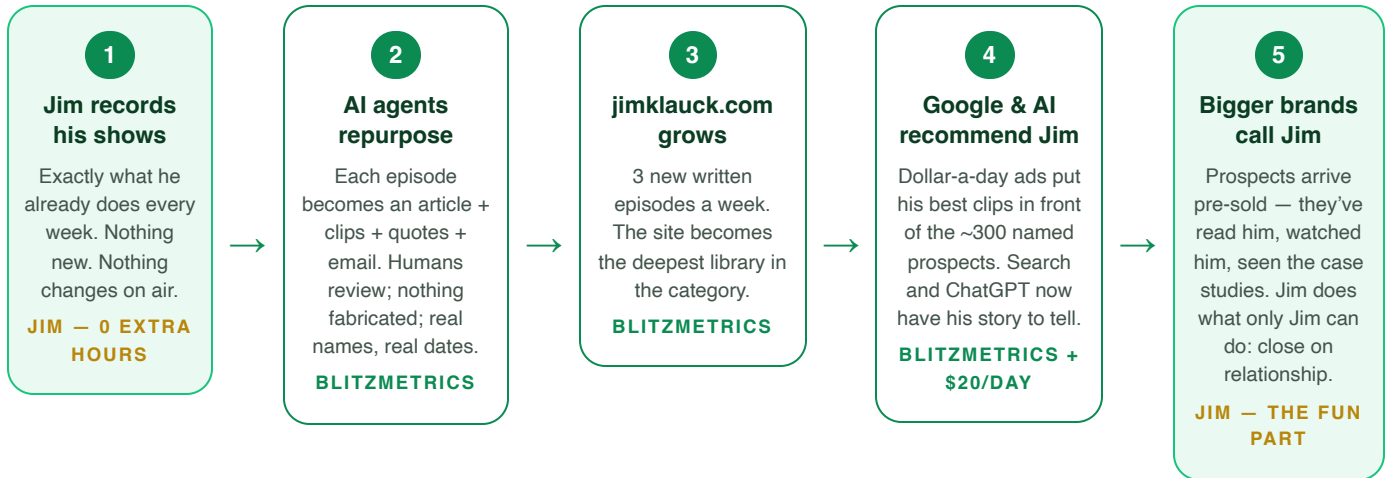
Page-by-page reasoning (the why, briefly)

Page — live now	Why it exists
Home dennisyu.com/jimklauck/	One front door instead of five; both audiences routed in two clicks; Person schema connecting Jim to all 10 of his profiles — the identity glue Google and AI need.
My Story /jimklauck/story/	The canonical bio, 1984→today timeline, and fact sheet. Every other property mirrors this version. Conflicts die here.
For Contractors /jimklauck/radio/	The Radio Pitchman offer in writing — method, Tom Decker case study, the book, fit checklist. The page his ~300 prospects and every AI assistant will read.
Episode Library /jimklauck/stories/	Launches with Gerber, Bachmann, Decker, Perkins, Rancour and the Dennis Yu episode; then three write-ups a week from the 1,611-episode archive. The compounding asset.
Check A Pro /jimklauck/checkapro/	The consumer-brand story and vetting standard, linking to the existing directory — which stays exactly where it is. Nothing breaks.
Connect /jimklauck/connect/	Discovery-call calendar, phone, socials, mail — and the official site the claimed Knowledge Panel finally gets to display.
This audit	Published openly alongside the build; the baseline for public quarterly re-scores.

11

How It Runs With Zero Extra Effort From Jim

Jim’s words, April 2026: “the major time killer in our business” is studio production, and the business must stay simple. Agreed. Here is the entire division of labor:



Jim’s total time commitment, honestly stated

Task	How often	Time
Flip the jimklauck.com nameservers at GoDaddy (we send the four lines again; Muzamil’s step-by-step guide is already published)	once	10 minutes
Approve the canonical fact sheet (“is everything on this one page true?”)	once	20 minutes
Skim the week’s three articles before they publish (or delegate approval to Ashley)	weekly	15 minutes — optional after month 1
Keep recording shows	as today	0 extra

And the offer already on the table (Dennis, April 21, 2026): “We repurpose your existing videos into articles and fix your website’s SEO. Zero effort on your part and I absorb all the cost. If and when you want to do this, we are here.” This audit — and the live site at dennisyu.com/jimklauck/ — is that offer, already half-delivered. Saying yes mostly means letting us keep going.

These aren't hypothetical objections — each is something Jim has raised with us directly.

“The FCC and my station groups — iHeart, Salem, Audacy — are touchy about AI on the air. They get fined, I get fined.”

Nothing in this plan puts AI anywhere near your broadcasts. The FCC's AI-disclosure discussion concerns what is *transmitted over licensed radio*. Our entire program happens on your website and social pages — where the FCC has no jurisdiction — and uses your *real, already-recorded* voice and interviews. We are writing down things you actually said. No cloned voice, no synthetic audio, no AI-generated ads for air — not now, not ever without your explicit, separate decision.

“This AI technology has come at me fast. I'm not entirely clear what the outcome is.”

The outcome is one sentence: when a \$15M contractor checks you out — on Google, on ChatGPT, or after a referral — he finds a library that proves you're the guy, and he books a call. The AI is just the typist that turns 1,611 recordings into readable pages fast enough to matter. It's your own formula — educate first, and the educated buyer calls — running on a new channel.

“Do I lose control of my domain, my accounts, my content?”

No. You own everything, with full admin rights, permanently — domain, website, socials, every word. Same arrangement as every site we run (dennisyu.com, georgeleith.com and the rest). If you ever part ways with us, you keep it all and it keeps working.

“We’re not ready — Ashley just graduated, and I don’t know where she fits yet.”

This plan is Ashley’s job description. You said you hope she’ll manage AI for the company. We hand her a running system plus one-on-one training: she approves articles, watches the dashboards, learns the Dollar-a-Day method — the “recent grad managing the AI systems” you described, except she shares your last name and your interest.

“I’ve seen the AI scams aimed at contractors. I warned my audience about them — with Dennis, on my own show.”

Correct — and that December episode is exactly why this works. The scams sell fake reviews, fake outreach, fabricated content. Our standard is the opposite, in writing: **nothing invented, every claim sourced, real names and dates only** (see §4, where we flagged even *your own* homeowner counter rather than vouch for it blindly). You approve anything that carries your name.

“Business is good. Why now?”

Because the category is still empty and won’t stay that way. Nobody owns “direct response radio for home services” in search or AI answers yet — we checked (§7). The first credible library wins it more or less permanently. And your 2x-this-year goal needs prospects engaging *this* year — the engine takes about 90 days to warm up. Good business is exactly when you build the thing that brings the next tier.

When	Actions	Owner / Jim's effort
Done	The example site is already live at dennisyu.com/jimklauck/ — six pages built by AI agents from this audit, on a DR 47 domain so Jim can watch it index in Search Console before spending a dollar.	Local Service Spotlight · Jim: 0 min
Week 1	Jim flips jimklauck.com nameservers (4 lines, GoDaddy, guide ready); the live build lifts 1:1 onto his domain with redirects. Canonical fact sheet from §4 signed off.	LSS · Jim: 30 min total
Weeks 2–3	First 10 episode-articles published (Gerber, Bachmann, Rancour, Decker case study first — the heavy hitters). Knowledge Panel updated to show the official website. One LinkedIn profile consolidated and rebuilt; duplicates retired. All five existing sites get a link home.	LSS · Jim/Ashley: skim & approve
Week 4	Ashley onboarding: 2 one-on-one training sessions (publishing flow, approval queue, dashboards). She takes the weekly approval seat.	LSS + Ashley · Jim: 0
Month 2	Cadence locks in: 3 article-bundles/week from the archive, socials auto-fed. Dollar a Day begins: \$20/day total, aimed only at decision-makers at the ~300 named prospect companies + retargeting site visitors. Search Console live — we watch “jim klauck” and “direct response radio” impressions climb together.	LSS · ~\$600/mo ad budget
Month 3	Written case-study program (Decker first, with sign-off). Media kit + “Is your market open?” availability page. George Leith cross-promotion (radio + connected TV bundle for the same buyers). Quarterly re-score against this audit's rubric, published openly.	LSS · Jim: the fun calls

What success looks like on day 90

- jimklauck.com live with 35+ written episodes, the fact sheet, and the contractor sales page — **the deepest written library in the direct-response-radio-for-home-services category, anywhere**
- Knowledge Panel displays the official site; one LinkedIn; every property links home
- The ~300 prospect companies have seen Jim's best moments in their feeds for 60 straight days at pocket-change cost
- Ashley independently running the approval queue — the AI manager role filled, from inside the family
- Quarterly re-score on the public record: 33 → 80+ on the rubric below

Brand score — component by component

Local Service Spotlight 100-point rubric: entity home (20) · Knowledge Panel quality (15) · Wikipedia/Wikidata (15) · name-SERP control (10) · schema & fact consistency (10) · press depth (10) · social reach & diversity (10) · partnerships (10).

Entity home — owns the domain; page is blank · **1/20** → **18/20**



Knowledge Panel — claimed ✓, but nothing to point to yet · **9/15** → **13/15**



Wikipedia/Wikidata — none; Wikidata added in plan · **0/15** → **6/15**



Name-SERP control — his properties rank, but lead nowhere · **6/10** → **9/10**



Schema & fact consistency — no schema, two personas, drifting bios · **2/10** → **9/10**



Press depth — station pages + one feature article; no written press · **4/10** → **6/10**



Social reach & diversity — 1,611 videos but 19 IG followers & 3 LinkedIns · **2/10** → **6/10**



Partnerships — stations, titans, 15+ clients, 21-year VA: elite · **9/10** → **10/10**



Today: 1+9+0+6+2+4+2+9 = 33. Day-90 projection: 18+13+6+9+9+6+6+10 = **77–82, stated as 80+.** The two heaviest components (entity home, consistency) are exactly the ones that need zero new material from Jim — only assembly of what exists.

All data captured live on **June 12, 2026** by Dennis Yu / Local Service Spotlight using direct site fetches, DNS records, the Ahrefs API (domain ratings, keywords, traffic), Google SERP review, station and podcast-platform pages, and the correspondence Jim has shared with us since December 2025. Every claim in this report traces to one of the sources below; anything weaker is explicitly flagged in §4. The example build at dennisyu.com/jimklauck/ uses only Jim's own published facts, photos and reviews.

Source	Used for
checkapro.com (+ /radio-show/radio-host-bio, /about)	Official bio (1984 start, 2005 founding), homeowner counter, provider/category/market counts, address, blog recency, Dave Ramsey/Dennis Prager affiliation pages
theradiopitchman.com · checkaproradioshow.com · contractorsstoriespodcast.com	Podcast catalogs, episode dates & download counts, guest roster, book, platform links, station schedule (KSEV/KNTH)
jimklauck.com	Live fetch June 12, 2026: empty page; DNS at IONOS (ui-dns) — the December 2025 nameserver hand-off never completed
Ahrefs API, June 12, 2026	DR / referring domains / keywords / traffic for all five Klauck domains + benchmarks (dennisyu.com 47, servicebusinessmastery.com 30, tommymello.com 14, joecrisara.com 0.0, georgeleith.com 1.4)
youtube.com/@checkapropodcasts	Channel identity & 1,611-episode count (cross-confirmed by our 2025 agent inventory)
kkla.com · am870theanswer.com	Los Angeles carriage of the Check A Pro Radio Show
blitzmetrics.com/jim-klauck-check-a-pro-radio-show/ · /how-we-inventoried-1600-youtube-videos-using-ai-agents/	The September 2025 feature on Jim; the documented inventory method
Jim's correspondence with Dennis (Dec 2025 – Jun 2026)	Business model in Jim's own words (Apr 12, 2026), goals (2x/5x), concerns (FCC, readiness, Ashley), KP claim confirmation (May 22, 2026), the standing zero-cost offer (Apr 21, 2026)
Google Knowledge Panel claim confirmation	"Success! You've claimed your knowledge panel on Google" — Google Search Team → Jim, May 2026
LinkedIn · Instagram public profiles	Three duplicate Jim Klauck LinkedIn profiles (~100 connections); @checkapro IG: 19 followers, 0 posts

Scoring rubric (repeatable for quarterly re-audits)

Entity home 20 · Knowledge Panel 15 · Wikipedia/Wikidata 15 · name-SERP control 10 · schema & fact consistency 10 · press depth 10 · social reach & diversity 10 · partnerships 10. Jim today: 1+9+0+6+2+4+2+9 = **33**. Post-plan projection: **80+**. Re-score quarterly, published at jimklauck.com/audit/.

Prepared by Dennis Yu, Local Service Spotlight · localservicespotlight.com · Live example build: dennisyu.com/jimklauck/ · Companion article on how this audit was produced: blitzmetrics.com/jim-klauck-radio-pitchman-brand-audit/ · © 2026 Local Service Spotlight — built with respect for 42 years of showing up to the microphone. Show me the juice? Jim — this is the juice.