

Dollar a Day for Dumpster Rentals

\$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 drop video your audience engaged with, a review a contractor wrote, a cleanout transformation 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 Dumpster playbook

Hooks that name your customer

- “15 vs 20 vs 30 yard: pick wrong and you’re paying to haul air.”
- “How we drop a 20-yarder on your driveway without leaving a mark.”
- “The 5 things you can’t throw in a dumpster — and the \$500 surprise if you do.”
- “Full can out, empty can in, 10 minutes — the swap your GC stopped worrying about.”

What to capture on the job

- The drop — one uncut take of the roll-off sliding onto the driveway. The most satisfying 30 seconds in the trade.
- Driveway protection going down before the can does — the shot that answers the #1 homeowner fear.
- The cleanout before/after — garage, estate, hoarder job. Transformation is the highest-converting asset in waste.
- The swap on an active jobsite — contractors book the operator who never makes them wait.
- Your truck on the road. A wrapped truck is a rolling ad — film it once, boost it forever.

Your season

Spring cleanouts and construction season carry the volume; storm and roofing seasons spike demand overnight — boost storm-response proof the same week. January is purge month: boost decluttering transformations between Christmas and mid-February.

Networks & targeting — chosen last

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

Real runs of this exact play

Josh Roman & American AF Dumpsters. The industry's lighthouse: sold his limo company during COVID, started with one \$4,000 trailer, built one of DFW's largest roll-off operations — plus the Dumpster Expo, a 12,000-member operator community, and 722 teaching videos. Real ingredients feeding the machine every week. blitzmetrics.com features the full story.

Taylor James & Dumpster Dogs (Austin). One truck to nine by reinvesting every dollar — then filling the “bookshelf” with real crew stories instead of generic phrases. His site is only DR 3, but every ranking trend is green — while a competitor's 536 bought backlinks collapsed to 19 real ones overnight. Honest beats fake.

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