



The Simple 90-Day Online Marketing Plan for a Small Business

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Write this like your business depends on it—because it does. Your customer is the hero. You’re the guide. This plan gives you the words, the steps, and the systems to win online without the chaos.

Running a small business can feel like shouting into a noisy room. You have a great product or service, but between algorithms, ad platforms, and ever-changing “best practices,” marketing gets complicated fast. This plan is your way out of the noise.

The Simple 90-Day Online Marketing Plan for a Small Business gives you a clear, step-by-step path to grow revenue without hiring a big team or burning cash on tactics that don’t move the needle. In this story, **your customer is the hero**. You are the guide who leads them from a frustrating problem to a satisfying result. This plan shows you exactly how to do that—one focused action at a time.

What makes it different? **Clarity and sequence.** Instead of fifty scattered ideas, you’ll work a tight playbook: sharpen your message, build a friction-free offer, choose the right channels, and install simple systems that turn attention into sales. No jargon. No guesswork. Just the next right step.

Who this is for

- Local services that want more qualified leads and booked jobs
- Online shops that want consistent sales, not “one-hit” spikes
- Professional services that need a steady pipeline and higher close rates

What you’ll get

- A one-liner that explains what you do in 5 seconds
- A simple funnel that turns clicks into customers
- A weekly cadence for content, email, SEO, and ads
- Scorecards to track progress and fix bottlenecks fast

How to use this plan

1. **Pick one goal** for the next 90 days (leads, sales, or bookings).
2. **Work the plan in order**—message → offer → channels → systems.
3. **Review your scorecard weekly** and optimize the single biggest bottleneck.

If you show up for the next 90 days—focused, simple, and consistent—you'll build a marketing engine that keeps working long after the campaign ends.

Let's get to work!

1) Set Your Goals (with numbers you can manage)

If you don't name the win, your team can't score. Most small businesses chase activity—posts, clicks, “brand awareness”—and then wonder why revenue is unpredictable. Let's get specific. Pick **one primary goal** for the next 90 days and a handful of numbers you can actually influence each week. Clear goals create clear decisions: what to write, where to advertise, and what to fix first.

“Numbers you can manage” are simple, visible, and inside your control. They turn marketing from guesswork into a scoreboard your whole team understands. You'll set a single north-star (leads, sales, or bookings), choose supporting metrics (traffic, conversion rate, cost per lead/sale, reviews), and do the easy math to back into exactly how much traffic, budget, and follow-up you need.

Quick example:

- Revenue goal: **\$18,000/mo**
- Avg job: **\$1,200** → Need **15 jobs**
- Close rate: **30%** → Need **50 leads** ($15 \div 0.30$)
- Site→Lead: **4%** → Need **1,250 sessions** ($50 \div 0.04$)
- Target CPL: **\$40** → Ads budget $\approx$ **\$2,000** ($50 \times \40)

Now you're not “doing marketing.” You're running a plan. Each week, check the scoreboard, remove one bottleneck, and keep moving toward the win.

Why this matters: What you measure improves. Vague goals create vague results. We'll pick one primary goal and a few supporting numbers so you always know if you're winning.

Choose your primary goal (pick one)

- **Leads:** Form fills, calls, quote requests.
- **Online sales:** Completed checkouts.
- **Booked appointments:** Calendly/booking confirmations.
- **Demo requests:** For B2B/productized services.

Define your north-star metric

- Example: “30 qualified leads/month” or “\$20,000/mo online sales.”

Supporting metrics

- Website sessions, conversion rate (site → lead/sale), cost per lead/sale (CPL/CPS), email list growth, reviews per month, repeat purchase rate.

Benchmark targets (starter)

- **Site → Lead (local services):** 3–5%
- **Add-to-Cart (e-com):** 5–10%
- **Lead magnet landing page:** 20–35% opt-in
- **Email open rate:** 30–45%
- **Click rate:** 2–5%

“Back-of-the-napkin” goal math

- Leads needed this month = *Sales goal ÷ Close rate ÷ Avg sale*
- Website sessions needed = *Leads needed ÷ Site→Lead %*
- Ad budget target = *Leads needed × Target CPL*

Clarity script (use with your team):

“This 90 days, our primary goal is **[goal]**. We’ll measure it weekly on **[day/time]**. If we’re off track, we’ll fix **[page/ad/offer]** first.”

2) Nail Your Positioning & Message

People don't buy the best solution. They buy the clearest one. If your positioning is fuzzy and your words are clever instead of clear, customers hesitate—and hesitation kills sales. This section turns your offer into a crisp story your ideal buyer understands in five seconds: who it's for, what problem you solve, how you guide them to a win, and what to do next.

Positioning is the stake you put in the ground: **the specific customer you serve, the costly problem they feel, and the unique way you solve it.** Message is how you say it—on your homepage, ads, emails, and proposals—so a stranger can repeat it back without squinting. When you get both right, your website passes the “grunt test,” your ads click, and your team finally sings from the same song sheet.

By the end of this section you'll have:

- A one-liner that explains your value in a single breath.
- A simple brand script (problem → guide → plan → success) you can reuse everywhere.
- A homepage hero that makes the phone ring and the cart ring.
- Words that remove confusion, build trust, and invite action.

Clarity isn't cute—it's cash flow. Let's choose a precise position, then use plain, compelling language that makes your customer the hero and you the trusted guide.

Customers buy clarity, not confusion. Your message should pass the “grunt test” in 5 seconds: *What do you offer? How does it make my life better? How do I buy?*

One-liner formula

We help **[customer]** get **[result]** without **[frustration]** using **[your unique method]**.

Examples:

- *Local roofer:* “We help San Diego homeowners stop roof leaks fast without surprise costs using our 3-step no-mess install.”
- *E-commerce food brand:* “We help home cooks level-up flavor without additives using hand-harvested sea salt.”
- *B2B bookkeeping:* “We help contractors get clean books without doing late-night spreadsheets using a flat-rate monthly service.”

Your brand script (fill this in)

- **Character (your customer):** Who are they? What do they want?
- **Problem:** External (obvious pain), internal (how it makes them feel), philosophical (why this matters).
- **Guide:** Your empathy + authority (1 sentence each).
- **Plan:** 3 simple steps (Schedule → Get a Plan → See Results).
- **CTA:** “Get a Quote,” “Shop Now,” “Book a Call.”
- **Success:** Paint the happy ending.
- **Failure to avoid:** What bad outcome do you help them dodge?

Homepage “grunt test” copy (steal this)

- **Header (H1):** *Stop [Pain] This Week—Without [Common Objection]*
- **Sub-header:** *We help [customer] get [result] in [timeframe].*
- **Primary CTA:** *Get a Quote / Shop Bestsellers*
- **Secondary CTA:** *See Pricing / See How It Works*
- **Logos/reviews:** Trust badges and 3 short testimonials.

3) Offers & Funnel (make buying easy)

Confused customers don't buy—busy customers don't chase you. Your job is to make the path to purchase so simple a distracted shopper can say “yes” in one glance. This section turns your offer into a **clear next step** and your website into a **guided path**: from first click to happy customer, no dead ends, no guesswork.

Think of it like a staircase, not a leap. Start with a low-risk **lead magnet** (value first), invite them to a **starter offer** (easy “yes”), then present your **core offer** (the real win), and finally a **smart upsell** (deeper value). Each step reduces friction, builds trust, and answers the question on your customer's mind: “*What do I do next?*”

Your funnel shouldn't be fancy; it should be **focused**. One promise-driven landing page with a single CTA. A thank-you page that immediately offers the next step. A short, persuasive 5-email sequence that educates, proves, and invites. That's it. When your message is clear and the sequence is tight, customers move forward—gladly.

By the end of this section you'll have:

- A simple **offer ladder** (lead magnet → entry offer → core offer → upsell).
- A **landing page checklist** that converts without clutter.
- A **thank-you page** that prints money instead of just saying “thanks.”
- A **5-email nurture** that turns interest into action.

Make buying easy, and your marketing starts to feel easy too.

Offer ladder

Start here and guide customers up the value path.

1. **Lead magnet (free):** Checklist, buyer's guide, price guide, recipe book, coupon, mini-course.
2. **Entry offer (low friction):** Audit/consult (services), sample/mini bundle (e-com), discovery package.
3. **Core offer:** Your main package or best-selling SKUs.
4. **Attach-ons/upsells:** Maintenance plan, bundle, rush service, extended warranty, subscription.

Simple funnel blueprint

Ad/Content → **Landing Page (single CTA)** → **Thank-You Page** (tripwire/next step) → **Email nurture (5-part)** → **Sales follow-up**.

Landing page checklist

- One promise-driven headline
- 3 bullets: pain → outcome
- Image/video showing result
- 3-step plan
- FAQ (price, timeline, guarantee)
- Social proof
- Single CTA button

Thank-you page (money left on the table if you skip this)

- Confirm next step + “*While you’re here*” offer
- Add a calendar (for calls) or a **limited-time bundle** (for e-com)

5-Email nurture sequence (copy & adapt)

1. **Value + quick win**

Subject: *You’ll love this one quick win*

Body: Share a 2-minute tip, link to guide, soft CTA.

2. **Authority via case study**

Subject: *How [Customer] saved [time/\$]*

Body: Before/after story, a few numbers, CTA to book/ shop.

3. **Process & FAQs**

Subject: *Exactly how it works (no surprises)*

Body: Your 3-step plan, timing, what to expect. CTA.

4. **Offer with bonus**

Subject: *Claim your [bonus] before [date]*

Body: Add deadline and social proof. CTA.

5. **Last call + testimonial**

Subject: *Last chance to grab [bonus]*

Body: One strong testimonial, restate value, deadline.

4) Channel Plan (what to do each week)

Random acts of marketing don't grow a business—**rhythms** do. This section turns chaos into a simple weekly cadence you can run on repeat. Instead of chasing trends, you'll focus on the few channels that reliably move revenue: **Website/CRO, Local SEO, SEO, Content & Social, Email/SMS, Paid Ads, and Partnerships**. Each has a clear job. Together, they tell one story and point to one next step.

Here's the mindset: pick **fewer channels, done better**, and show up consistently. Every week you'll make one small improvement to your website, publish something genuinely helpful, send one message to your list, and put a modest budget behind what's working. No heroics. Just a steady drumbeat that compounds.

Rules of the road

1. **One goal, one CTA** per channel—eliminate mixed signals.
2. **Minimum effective dose:** small, repeatable actions beat occasional sprints.
3. **Templates over talent:** templatize posts, emails, and ads so your team can execute without hand-holding.
4. **Measure weekly, fix the bottleneck first:** traffic → conversion → follow-up → offer.

By the end, you'll know exactly **what to do each week** on each channel, how to keep it under control, and how to stack small wins into steady growth. This isn't about doing more marketing; it's about doing **the right marketing**, on schedule.

A) Website & Conversion (CRO)

- **Hero section formula:** Problem → Promise → Plan → Proof → CTA.
- **Speed:** Aim for <2.5s mobile load, compressed images, lazy-load below fold.
- **Mobile-first:** Click-to-call, sticky CTA, short forms (name, email, phone).

- **Key pages:** Home, Services/Products (top 3), Pricing, About (with guide positioning), Contact, Reviews/Projects.
- **Tracking:** GA4, Search Console, Meta Pixel, Google Ads tag; set conversions (form submit, call clicks, checkout).
- **Accessibility:** High contrast, alt text, readable font sizes.

Wireframe copy—Service page

- H1: *[Service] in [City]: Get [Result] This Week*
- Short intro (empathy + outcome)
- 3-step plan
- Packages/pricing table
- Gallery/Before-After
- FAQ
- Reviews
- CTA (sticky)

B) Local SEO (if you serve a region)

- **Google Business Profile:** Correct categories, services, service areas, hours, phone, website, appointment link. Add 10+ photos and 3 products/services.
- **Reviews engine:** Ask every happy customer; reply to all reviews with keywords.
- **Citations:** Yelp, BBB, industry directories, chamber/city sites (20–40).
- **Local pages:** “Roof Repair in Chula Vista,” “AC Tune-Up in Carlsbad.” Include map embed, NAP consistency, local photos.
- **Post weekly to GBP:** Offers, events, new projects.

C) SEO (for everyone)

- **Keyword buckets:** Problems (*leaky roof*), comparisons (*X vs Y*), how-to, local intent (*near me*), buyer intent (*best [service] in [city]*).
- **Topical map:** Choose 3–5 themes and write 3–4 posts per theme over 90 days.
- **On-page:** One H1, descriptive H2s, internal links to money pages, meta titles: *[Service] in [City] | [Brand]*.
- **Content cadence:** 1 helpful article/week (800–1200 words) that answers a real question and ends with a CTA.

D) Content & Social (be helpful, then make an offer)

- **Pillars (4):** Education, Proof, Process, Offer.
- **Cadence:** 3–5 posts/week; 2 short videos; 1 carousel; 2 stories/reels.

- **CTAs:** “Comment ‘QUOTE’,” “DM ‘PRICE’,” “Tap to book,” “Save this.”

4-Week content calendar (plug-and-play)

- **Week 1:**
 - Mon: Video—*#1 mistake causing [pain]*
 - Wed: Carousel—*3 steps to [result]*
 - Fri: Proof—Before/After + testimonial
 - Sat: Offer—*Book by Friday, get [bonus]*
- **Week 2:**
 - Mon: Story—Customer case study
 - Wed: Tip—*How to choose the right [product]*
 - Fri: BTS—Show process/tools
 - Sun: FAQ—Answer top 3 questions
- **Week 3:**
 - Mon: Myth-bust post
 - Wed: Comparison X vs Y
 - Fri: Mini-webinar (10 min live)
 - Sat: Offer reminder + review screenshot
- **Week 4:**
 - Mon: *Cost of waiting* post
 - Wed: Checklist download (lead magnet)
 - Fri: Team intro as guides
 - Sun: “Last chance” offer

DM scripts (permission-based)

“Hey [Name], thanks for checking out our [post]. If you’d like, I can send our quick [price guide/checklist]. Want it?”

E) Email & SMS (own your audience)

- **List growth:** Lead magnet on site, exit-intent pop-up, checkout opt-in, QR code at point of sale.
- **Automations:**
 - Welcome 5-part (above)
 - **Abandoned cart/quote:** 3 touches in 72 hours (value, urgency, incentive)
 - **Post-purchase:** thank you + usage tips + cross-sell
 - **Review request:** 5 days after service/delivery
 - **Win-back:** 60–90 days inactive.

Weekly newsletter template

- **Subject:** *One tip to [desired result] this week*
- **Body:** 1 short tip, 1 customer story, 1 offer.
- **CTA:** “Get a Quote” / “Shop the Bundle.”

F) Paid Traffic (start small, scale winners)

- **Meta Ads (Facebook/Instagram)**
 - Campaigns: *Prospecting, Retargeting*.
 - Ad sets: 2–3 audiences (interests, lookalikes, local), \$10–\$20/day each.
 - Creatives: 3 angles—Pain breaker, Proof, Offer (video + image).
 - Optimize: Kill losers after 5–7 days; scale winners 20–30% every 3–4 days.
- **Google Search Ads**
 - Keywords: exact & phrase for high intent (*emergency plumber near me*).
 - Ad groups: tightly themed; 2–3 RSAs; 3–5 sitelinks.
 - Landing pages: match keyword intent; fast and focused.
 - Add negatives: jobs, DIY, cheap, free, career, PDF, template (tailor to your niche).
- **Retargeting**
 - Audiences: site visitors (30–90 days), IG/FB engagers (365), video viewers (50%).
 - Creatives: reviews, FAQs, offer reminder, founder video.

G) Partnerships & Referrals (borrow trust)

- **Make a list of 10 complementary partners** (realtors↔roofers, gyms↔nutritionists, CPAs↔bookkeepers).
- **Co-marketing ideas:** Swap lead magnets, 20-min joint webinar, bundle promo, newsletter feature, referral fee.

1-page partner pitch (copy)

- Headline: *Let’s help each other’s customers win*
- Why it helps their clients
- What you’ll do (assets, tracking, timeline)
- What they’ll do
- Referral structure
- Next step: *15-min call*

5) Systems & Stack (affordable, proven)

Tools don't grow a business—**systems** do. If your marketing feels chaotic, it's usually because data lives in ten places and nothing talks to anything else. This section gives you a lean, reliable tech stack and a few simple automations that turn clicks into contacts, contacts into customers, and customers into reviews—without adding headcount.

Principles

- **Single source of truth:** one CRM for all leads and deals.
- **Integrate, don't duplicate:** every form, ad, and checkout feeds the same records.
- **Measure or it didn't happen:** conversions tracked end-to-end.
- **Minimum effective tooling:** pick the simplest tool that does the job.

What you'll set up

- A fast site + clear CTAs, connected to **one CRM**.
- **Email/SMS** that welcomes, follows up, and wins back automatically.
- **Scheduling** that removes back-and-forth.
- A **reviews engine** that asks every happy customer.
- **Dashboards** that show traffic → leads → sales at a glance.

What you'll get here

- A recommended stack by use case (local service, e-com, pro services).
- Plug-and-play **Zapier recipes** to move data where it needs to go.
- A 30-minute **setup sequence** (DNS/auth for email, pixels, GA4 goals).
- Simple **SOPs and naming conventions** so your team can run it without you.

The goal isn't more software—it's fewer steps. Build a small, sturdy system now and your marketing gets faster, cheaper, and easier to scale next quarter.

Website/CRO: Shopify, Wix, WordPress (fast theme).

CRM: HubSpot Free, Zoho, GoHighLevel.

Email/SMS: Mailchimp, Klaviyo (e-com), Brevo, Omnisend.

Scheduling: Calendly.

Reviews: NiceJob/BirdEye or simple Gmail templates + QR code.

Automation: Zapier/Make to push leads → CRM → email/SMS.

Analytics: GA4, Search Console, Looker Studio dashboard.

Zapier recipes

- Form → CRM → Tag → Welcome email
- Checkout → Email tool → Post-purchase flow
- New review → Slack/Email alert → Website testimonial sheet

SOP tip: Store templates in a shared folder. Name like:

YYYY-MM-DD_Channel_Asset_VI.

6) 90-Day Sprint (week-by-week checklists)

Plans don't create results—**routines** do. This sprint turns your strategy into simple, repeatable actions you can finish between customer calls. No fluff, no mystery: just a weekly checklist that moves prospects from *curious* to *customer* and keeps your team rowing in the same direction.

Here's the story: your customer is stuck with a problem; you are the guide with a clear plan. Each week we'll ship one thing that reduces friction—cleaner pages, clearer offers, smarter follow-up, tighter ads. The goal isn't perfection; it's **progress you can measure**.

How to use this sprint

- **Pick one primary goal** for the 90 days (leads, sales, or bookings).
- **Time-box execution:** 90 minutes/day, 4 days/week. Ship something every week.
- **Assign a DRI** (Directly Responsible Individual) for each checklist item.
- **Publish before perfect:** live beats later. Iterate next week.
- **Scoreboard, not feelings:** review numbers every Monday, fix the biggest bottleneck first (traffic → conversion → follow-up → offer).

Weekly rhythm (30 minutes, same time every week)

1. **Scoreboard:** Did we hit last week's target?
2. **Bottleneck:** What's blocking the goal right now?
3. **Commitment:** Which 3 checklist items will remove it this week?
4. **Owner & due date:** One name per task, "done" means live and tracked.

By day 90 you'll have a message that passes the grunt test, a funnel that converts, a cadence you can sustain, and a scoreboard that tells you exactly where to push next. Let's get moving.

Weeks 1-2: Foundations

- Write your one-liner and homepage hero.
- Build/clean top 5 pages; add one clear CTA.
- Set up GA4, Pixel, Ads tag; define conversions.
- Claim/optimize Google Business Profile.
- Create lead magnet + landing page + thank-you page.
- Write 5-email welcome sequence.
- Create review request system (template + QR).

Weeks 3–4: Launch traffic & proof

- Publish 2 helpful articles.
- Record 4 short videos (pain, proof, process, offer).
- Launch Meta retargeting + one prospecting ad set.
- Launch Google Search for 3–5 high-intent keywords.
- Send first weekly newsletter.
- Collect first 5 reviews.

Weeks 5–6: Optimize early wins

- Kill underperforming ads; duplicate winners.
- Improve landing page headlines/FAQs.
- Add one case study page.
- Create 2 location/service pages.
- Reach out to 3 potential partners.

Weeks 7–9: Scale what works

- Increase budget on best ad sets 20–30%.
- Publish 3 more articles; 4 more short videos.
- Launch one co-marketing campaign with a partner.
- Add an upsell/bundle to checkout or proposal.

Weeks 10–12: Cement systems

- Review top 5 pages; add social proof and a stronger CTA.
- Optimize email flows (open/click rates).
- Build a simple Looker Studio dashboard.
- Set next-quarter targets and backlog.

7) KPI Dashboard (review weekly)

If you can't see it, you can't fix it. A simple **weekly scoreboard** turns marketing from opinions into action. This section gives you a one-page view of the numbers that actually move revenue—so your team knows what's working, what's broken, and what to do next.

Your dashboard isn't a data museum; it's a decision tool. We'll track a **short list of KPIs** across the customer journey—**Traffic → Conversion → Cost → Sales → Retention**—and set clear targets for each. Every metric gets a definition, a target, and an owner. Green means “keep going,” yellow means “investigate,” red means “act today.”

What you'll get here:

- The **exact KPIs** to watch (and how to calculate them—no guesswork).
- **Benchmarks** to start with and how to set your own targets.
- A 15-minute **weekly review rhythm** that focuses your team.
- Simple **if-this-then-that playbooks** (e.g., “Conversion < 3% → fix page headline, offer, proof”).

Keep it on one page. Review it the same time every week. Fix the biggest bottleneck first. When the scoreboard is clear, your next move is obvious—and growth becomes repeatable.

Area	Metric	Target Starter	How to Calculate
Traffic	Sessions	+20% MoM	GA4 → Reports
Conversion	Site → Lead	3–5%	Leads ÷ Sessions
Ads	Cost per Lead/Sale	10–30% of gross margin	Ad spend ÷ Conversions

Sales	Close Rate	25–40% (qualified)	Deals won ÷ Deals created
Retention	Reviews/month	8–15	GBP/Yelp count
LTV	Repeat purchase/attach rate	+10–20%	Returning orders ÷ Total

Weekly scorecard rhythm (15 minutes):

1. Are we on track for the primary goal?
2. Which page/ad/offer needs attention first?
3. What's the one bottleneck to remove this week?

8) Budgets (how much to invest)

Money should buy **outcomes**, not impressions. This section shows you how to set a budget you can defend with math, not hope—so every dollar works to produce leads, sales, or bookings within a timeline you can live with.

Principles

- **Tie spend to a target CPA/ROAS.** If your average gross profit per sale is \$100, your **target CPA $\leq$ \$100** (aim \$50–\$70 to scale).
- **Invest like an owner—phase it.** Start small to learn, then scale winners 20–30% at a time.
- **Fund the whole journey.** Don't just buy clicks. Reserve budget for conversion (CRO), follow-up (email/SMS), and retention.

Starter guardrails

- **Steady growth:** invest **10–15% of monthly revenue** in marketing.
- **Faster growth: 15–25%** (only if cash flow supports it within 60–90 days).
- **Daily learning floor:** ~\$20–\$50/day per active ads channel to gather reliable data.

Simple allocation (100%)

- **Prospecting ads:** 45%
- **Retargeting ads:** 20%
- **Content/SEO:** 15%
- **Email/SMS & loyalty:** 10%
- **Conversion improvements (CRO/creative):** 5%
- **Experiments:** 5%

Napkin math (example)

- Avg order **\$200**, gross margin **50%** → **\$100** gross profit/order.
- Target CPA **$\leq$ \$100** (break-even); aim **\$60** to profit.
- Need **50 sales** this month? Budget $\approx 50 \times \$60 = \$3,000$ (plus a small CRO/content reserve).

Rules of engagement

- **Scale:** If CPA is **$\geq 20\%$ under target** for 7 days with 20+ conversions, increase 20–30%.
- **Pause/Fix:** If CPA is **$>$ target** for 7 days, stop weakest ad sets first, then improve **offer → page → creative**.

Set the budget, set the rules, and let the numbers tell you when to press harder—or pull back.

- **Lean:** \$500–\$1,500/mo → Retargeting, light search, email, organic content.
- **Standard:** \$1,500–\$5,000/mo → Search + social prospecting + retargeting + content.
- **Aggressive:** \$5,000–\$20,000+/mo → Multi-channel, creative testing, influencers.

Rule of thumb: 10–15% of monthly revenue for steady growth; 15–25% to accelerate.

Break-even math (example):

- Avg order = \$200, gross margin 50% → \$100 gross profit/order.
- Target CPA $\leq$ \$100 to break even; aim for \$50–\$70 to profit and scale.

9) Scripts & Templates (copy/paste and go)

You don't need more ideas—you need words that work **right now**. This section hands you battle-tested scripts you can copy, paste, and personalize in minutes. Every template follows a simple StoryBrand arc—**problem → plan → promise → proof → call to action**—so your team sounds clear and consistent everywhere: website, emails, DMs, ads, and phone.

How to use these:

- **Copy → Personalize → Ship.** Swap in your customer, city, offer, and deadline.
- **Keep the order.** Don't rewrite the logic; just change the details.
- **Measure & recycle.** Save winners as “gold scripts” for the team to reuse.

Inside, you'll find quick-starts for reviews, lead follow-up, partner outreach, headlines, ad angles, sales calls, and abandoned cart/quote recovery—everything you need to move a stranger from curious to customer without starting from a blank page.

A) Review request (email/text)

Subject: Could you help our neighbors find us?

Hi [Name], thanks again for choosing us. Would you mind sharing a quick review so local customers can find a trusted option? Here's the link: [short link]. We're grateful for your support!

B) Lead follow-up cadence (speed wins)

- **Within 10 minutes:** call or text:
“Hi [Name], it's [You] with [Business]. I can get you a simple quote with two options today. Does **[2 time options]** work for a quick 10-minute call?”
- **Day 1:** email recap + CTA to book.
- **Day 2:** value email (tip/checklist).
- **Day 4:** social proof + last nudge.

C) Partner outreach (borrowed trust)

Hi [Name], our customers often need [their service]. Yours looks great. Idea: swap a tip sheet, co-host a 20-minute webinar, and share tracked referrals. If you're open, I'll send a one-page plan.

D) Headlines that convert

- Stop **[Pain]** in **[Timeframe]**—Without **[Common Objection]**
- Get **[Desired Result]** Even If **[Obstacle]**
- The **[Number]-Step Plan** to **[Result]**
- Before/After: How **[Customer]** Saved **[time/\$]** with **[Service]**
- **[City]**'s Trusted **[Service]**—Get a Quote in 10 Minutes

E) Ad angles & sample copy

1. **Pain breaker**

"Leaky roof? We fix it this week—no mess, no surprises. Book a free 10-minute inspection."

2. **Proof**

"247 five-star reviews from your neighbors. See real projects near you."

3. **Offer**

"Book by Friday: free [bonus] with service. Get your instant quote."

F) Sales call outline (guide, not a hero)

1. Empathy: "Tell me what's going on."
2. Define success: "If this goes perfectly, what happens?"
3. Plan: "Here's the 3-step path I recommend."
4. Options: Good/Better/Best with clear outcomes.
5. Next step: Book/install/payment.

G) Abandoned cart/quote sequence (3 messages)

1. **Reminder with value:** "Still considering [product]? Here's a 60-second guide to choosing the right one."
2. **Social proof:** "Here's how [Customer] used it to get [result]."
3. **Urgency:** "Your [bonus/free shipping] ends tonight."

10) Common Pitfalls (and quick fixes)

Most marketing fails for boring reasons: mixed messages, slow pages, weak offers, and no follow-up. The good news? These aren't character flaws—they're checklists you haven't run yet. This section names the traps that quietly drain your budget and gives you **simple, fast fixes** to get back on track.

What you'll get

- The top mistakes that stall growth (in plain language).
- A one-sentence diagnosis for each ("why this hurts revenue").
- A **15-minute quick fix** you can ship today, plus a **deeper fix** for next week.

How to use this section

1. Scan the list and circle the **one** pitfall most true for you right now.
2. Do the **quick fix** today; schedule the deeper fix for the next sprint.
3. Recheck your KPI dashboard next week to confirm the lift.

Example

- **Pitfall:** Too many CTAs on one page → customers freeze.
- **Quick fix (15 min):** Pick one primary CTA and make it sticky; demote the rest.
- **Deeper fix:** Rebuild the hero using the Problem → Promise → Plan → Proof → CTA flow.

Small repairs, big results. Let's plug the leaks so every click has a clean path to "yes."

- **Too many CTAs:** One page, one goal.
- **Slow site:** Compress images; remove heavy apps; lazy-load.
- **No follow-up:** Automate welcome, abandoned cart/quote, review asks.
- **Targeting everyone:** Build city/service pages; niche your message.
- **Turning ads off too fast:** Give it 5–7 days; judge by cost per result, not clicks.
- **No proof:** Add reviews, before/after, logos; update weekly.
- **Confusing copy:** Use plain words; pass the 5-second grunt test.

Appendix: Quick Starters by Business Type

Local Service (e.g., HVAC, Roofing, Plumbing)

- Lead magnet: *"Exact Pricing & Timeline Guide for [Service] in [City]."*
- Google Ads keywords: *[service] near me, [emergency service] [city], best [service] [city].*

- GBP: Add “Services,” photos, weekly posts, ask for reviews same-day.

E-Commerce (CPG, DTC)

- Lead magnet: *10-recipe ebook / first-order coupon*.
- Flows: Welcome, abandoned cart, post-purchase how-to, review, win-back.
- Meta Ads: UGC video (unboxing/how-to), carousel of benefits, testimonial.

Professional Services (CPA, Bookkeeping, Coaching)

- Lead magnet: *Checklist / calculator / case study PDF*.
- Funnel: Ad → Lead magnet → Audit/diagnostic → Proposal (3 options).
- LinkedIn content: Weekly tip, client story, loom teardown, clear CTA.

Your next best step (choose one):

1. Write your one-liner and add it to your homepage hero.
2. Launch a simple lead magnet + 5-email welcome series.
3. Turn on retargeting ads and ask 5 happy customers for a review this week.

Keep it simple. Be the guide. Invite the customer into a clear story with a happy ending—and give them one button to press to get started.



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