

— FROM THE FLOOR UP · THE COMPLETE SERIES

The Local Business *Marketing* Playbook

All seven workbooks from How to Market Your Local Business in one file. The full funnel, cold to warm to hot to sold to repeat, built to be worked in the order your business needs it.

AUTHOR

Daris Wilson

SERIES

HMYLB · Parts 1–7

SITE

fromthefloorup.co

Start where it leaks.

The seven workbooks below are one funnel. A cold local hears about you, finds you, warms up, pays you, and comes back. You do not need to work them front to back. Find the earliest stage that is broken in your business and open that workbook first, because every stage after it is capped until the leak is fixed. And this bundle travels with the series it came from. Every workbook pairs with its full written lesson in the archive at fromthefloorup.co, and the individual workbooks live at fromthefloorup.co/local, so you can always go back for the single lesson you need.

01	The Front-End Offer Designer THE OFFER · THE FOUNDATION EVERYTHING SELLS	3
02	The Local Awareness Channel Audit COLD TO WARM · HOW STRANGERS HEAR ABOUT YOU	15
03	The Local Business Profile Audit FINDABLE · WHERE WARM LOCALS LOOK YOU UP	27
04	The Workshop That Sells WARM TO HOT · TEACHING AS YOUR HIGHEST-CONVERTING SALE	38
05	Turn Ads Into Customers PAID AMPLIFIER · THE META LADDER FOR LOCAL	46
06	Turn Customers Into Referrals RELATIONAL GROWTH · BORROWED TRUST ON A SYSTEM	54
07	Turn Leads Into Customers Who Stay SOLD AND REPEAT · SPEED TO LEAD AND THE RETENTION CALENDAR	60

If you want a second set of eyes on where your funnel leaks first, book a free Discovery Call at book.fromthefloorup.co and we will find it together in 20 minutes, and you will leave knowing the first fix.

The Front-End Offer *Designer*

Seven decisions to design the offer that gets cold customers to actually say yes — and a working framework for any local business.

AUTHOR

Daris Wilson

SERIES

HMYLB · Part 1

SITE

fromthefloorup.co

WHY THIS WORKS

Local businesses need two offers, not one.

The reason most local marketing money disappears is that strangers are being asked to buy the biggest offer first.

Most local owners sell a single offer. The core thing they do — the long engagement, the annual contract, the full project, the ongoing care, the membership. Then they market that offer to people who have never heard of them before, and the math doesn't work. Most strangers don't buy a \$2,500 annual gym membership when they're just hearing about your business through a Google search, they don't sign an annual HVAC maintenance contract from a flyer in their mailbox, and they don't commit to a 12-month patient plan from a dentist they haven't met.

A front-end offer is a low-friction, time-bounded first step designed for one job, which is turning a stranger into a customer. It's not the big offer or the money offer. It's the slice of your core service the audience can say yes to right now, before they fully trust you.

THE MATH THAT USUALLY CONVINCES AN OWNER TO BUILD ONE

- 100 cold leads see your core offer → 2 convert (if you're lucky)
- 100 cold leads see your front-end offer → 15 to 25 convert
- Of those 15 to 25 new customers, 40 to 60 percent ascend to the core offer within 90 days
- Same lead pool. 5 to 10 times more core customers, faster.

ONE REAL EXAMPLE, FROM JCF

- JCF ran two types of FEO: 21-day and 28-day programs (price-friction kind) and Weight-Loss Challenges, 6 to 8 weeks at \$280 to \$500 (value-stacked kind).
- Both ascended into the JCF annual membership at multiples of what cold outreach to the membership ever did.

THE SEVEN DECISIONS

Build your working FEO.

Answer each one with as much specificity as you can. Vague answers produce vague offers. Specific answers produce offers that convert.

DECISION 01

Who

The exact audience the offer is built for. Not "anyone in my city."

The person who you'd love ten more of. Specific enough that you'd recognize them if they walked into your business tomorrow.

My front-end offer is for:

EXAMPLES

- **Restaurant:** Couples in [neighborhood] looking for a date-night ritual, ages 30 to 55, who go out 2 to 4 times a month.
- **HVAC:** Homeowners in [zip codes] whose system is 8 to 15 years old and who want to avoid a summer emergency.

TRAP

Defining the audience as "anyone who needs my service." Too broad, the offer won't land.

DECISION 02

Outcome

The specific result the customer walks away with after using the front-end offer.

Concrete. Tangible. Something they can describe to a friend in one sentence.

After this offer, the customer will walk away with:

EXAMPLES

- **Dentist:** A clean mouth, a whitening boost, and a written care recommendation.
- **Custom cabinet shop:** An in-home consult, a digital sketch of their kitchen, and a written ballpark for the project.

TRAP

Promising a vague outcome ("better marketing," "improved health"). Specific outcomes convert. Vague outcomes don't.

DECISION 03

Time Window

How fast the customer gets the outcome.

Open-ended timelines feel risky. A defined window creates urgency and confidence.

The customer gets the outcome within _____ days/weeks of booking:

EXAMPLES

- **Chiropractor:** 7 days (initial assessment within a week of booking).
- **Contractor:** 14 days (consult + design plan delivered within two weeks).

TRAP

No defined window. Open-ended timelines feel risky to the buyer and the offer stops converting.

Price

The friction-clearing number, by one of two paths, plus a transaction-time upsell that works alongside either.

Friction-clearing doesn't have to mean cheap. There are two paths, and both work depending on your audience. There's also a third lever that runs alongside both.

Price: \$ _____

Path A — Low absolute price

- \$29, \$49, \$99 are common entry points
- Small dollar, small decision. A "no-spouse-call" decision for the audience.
- Best for high-volume, broad-reach audiences
- Filters out tire-kickers without scaring anyone off

Path B — Higher price with overwhelming value

- \$280 to \$500+ are common entry points
- The cost-to-value ratio should be obvious in the first sentence of the offer
- Best for niche, high-intent audiences who already know what this work normally costs
- JCF Weight-Loss Challenges (6 to 8 weeks at \$280 to \$500) ran this path — nutrition program, group accountability, pre/post fitness evaluations, the workouts JCF was known for. The price felt small relative to what the customer was getting.

The transaction-time upsell (works alongside either path)

- Even when the FEO itself isn't profitable on the way in, the transaction is a chance to build margin.
- **Restaurant:** \$59 Couples Tasting + \$35 wine-and-dessert package upsold when guests are seated.
- **HVAC:** \$99 tune-up + written "while we're here" list of small fixes priced for same-day approval.
- **Chiropractor:** \$49 assessment + 3-pack of adjustments offered at the end of the appointment.
- Design the FEO to clear the friction at the door, and design the transaction to carry the margin.

TRAP

Pricing in the middle. A number too high to feel like a small decision and too low to signal premium value. That middle is where most FEOs go to die.

DECISION 05

Deliverable

The slice of your core service that fits inside the front-end.

A real preview of the core service, not a tangent. The customer leaves with a clear sense of what working with you for real looks like.

The deliverable is:

EXAMPLES

- **Real estate agent:** 30-minute market analysis call + a written 1-page report.
- **Restaurant:** A 3-course tasting menu for two on a quiet Tuesday evening.

TRAP

Building a deliverable that's unrelated to the core service. A free dessert leads to "I want another free dessert," not to a regular customer.

DECISION 06

Deadline

The response date that creates urgency.

The deadline does most of the closing work. "I should look into that someday" becomes "I need to call them this week."

Customers must respond/book by:

EXAMPLES

- "Book by [date] for the [season/cohort] slot."
- "Limited to the first 20 customers this month."
- "Available through May 30, then it's gone."

TRAP

Leaving the door open forever. Evergreen offers stop converting after the first push.

DECISION 07

Bridge

The natural step that moves the customer from the front-end into the core offer.

The bridge should be built into the front-end delivery itself, not improvised at the end.

The bridge to my core offer is:

EXAMPLES

- **HVAC:** At the end of the tune-up, the technician hands over the written system report and offers the annual maintenance contract on the spot.
- **Dentist:** At the end of the new-patient appointment, the patient is scheduled for their next 6-month cleaning before they leave.

TRAP

No bridge built in. The customer finishes the front-end and never hears from you again. Lost revenue.

WORKED EXAMPLES BY BUCKET

Six fully filled-in FEOs.

One example per major local-business bucket. Use these as templates, not as the answer. Your version needs to be specific to your audience.

BUCKET / VERTICAL	FRONT-END OFFER	BRIDGE TO CORE
Food & Beverage <i>Restaurant</i>	\$59 Couples Tasting for two on a slow Tuesday. 3 courses, 75 minutes, paired wines available.	Birthday-club membership + private-event inquiry handed over with the check.
Trades & Build <i>Custom cabinets</i>	\$149 Space Optimization Audit. We assess the space in person and deliver a 3D sketch within 14 days.	Signed scope of work + 25% deposit at the kitchen table.
Home Services <i>HVAC</i>	\$99 seasonal system tune-up with a written report. Same-day appointment within 7 days of booking.	\$400 annual maintenance contract offered at the end of the visit. Replacement system pipeline starts here.
Wellness & Health <i>Dentist</i>	\$99 new-patient exam + cleaning + whitening. Scheduled within 14 days.	Next 6-month cleaning booked before they leave. Major work flagged in the written care plan.
Personal Services <i>Salon</i>	\$59 first-time consultation + cut. 60 minutes with the senior stylist.	Color appointment booked + product purchase at the chair.
Professional Services <i>Real estate agent</i>	Free market analysis + 1-page written buyer/seller plan. Delivered within 7 days.	Listing or buyer engagement agreement signed at the close of the meeting.

THE PRICING MATH

Profitability is a design choice, not a yes/no.

THE COLD-TO-CORE CONVERSION PROBLEM

- 100 cold leads see your core offer → 2 convert (2%)
- Average customer lifetime value at core: \$X
- Total revenue from 100 cold leads: $2 \times \$X$

THE FEO-LED CONVERSION

- 100 cold leads see your FEO → 20 convert (20%)
- Of those 20, 50% ascend to your core offer within 90 days → 10 new core customers
- 5 to 6x more core customers from the same lead pool

THE TRANSACTION-TIME UPSELL LAYER

- Restaurant: \$59 Couples Tasting + \$35 wine-and-dessert upsell = \$94 ticket with margin built in.
- HVAC: \$99 tune-up + \$300 same-day repair = \$399 ticket with margin built in.
- Chiropractor: \$49 assessment + \$200 3-pack of adjustments = \$249 ticket with margin built in.
- Designed properly, the FEO + transaction upsell pays for itself before the core ascension even starts.

DARIS'S JCF MATH, A REAL EXAMPLE

- Weight-Loss Challenges (6 to 8 weeks at \$280 to \$500). Value-stacked FEO that was profitable on its own at scale.
- 21-Day and 28-Day Programs (lower-priced FEO). Designed to give first-timers a low-cost test drive. Less profitable on their own, ascended into the JCF annual membership at high rates.
- Both flavors fed the same core offer (the JCF annual membership), and the business ran on the combination of FEO type, transaction-time upsells, and core ascension.

The principle. The FEO's primary job is conversion. Profitability is a design choice with three levers — the FEO price itself (Path A or B), the upsell at the moment of transaction, and the ascension into the core offer over time. The strongest businesses design for all three.

PRE-LAUNCH CHECKLIST

Before the FEO ships.

Confirm every box before you spend a dollar driving traffic to it.

- ☐ Audience defined in one specific sentence (not "anyone who needs my service")
 - ☐ Outcome named in one sentence (specific, concrete, tangible)
 - ☐ Time window set (a number of days or weeks)
 - ☐ Price decided (low enough to clear friction OR high enough to signal premium value, not in the middle)
 - ☐ Deliverable scoped (a real slice of the core, not a tangent)
 - ☐ Deadline mapped on the calendar (a real date, not "ongoing")
 - ☐ Bridge to core defined (the next step is built into the delivery, not improvised)
 - ☐ Transaction-time upsell designed (don't leave the margin lever on the table)
 - ☐ Tracking sheet built (so you know what's converting and at what rate)
 - ☐ Team or partner briefed (so the bridge to core actually happens)
 - ☐ First two weeks of marketing planned (which channels will drive traffic — see Issues 013 through 017)
-

COMMON TRAPS

Five traps that kill FEOs.

1. **Building a front-end too unrelated to the core.** Attracts the wrong customer. Free dessert leads to dessert hunters, not regulars.
2. **Forgetting the transaction-time upsell.** The FEO does the conversion work at the door, and the upsell at the moment of transaction is often where the margin lives. Build the upsell into the offer design from the start, not as an afterthought.
3. **No deadline.** Evergreen offers stop converting. The deadline is the urgency mechanism.

4. **Selling the core inside the front-end delivery.** Feels like a bait-and-switch. Build the bridge as a natural next step, not a sales pitch.
5. **Building the FEO before defining the audience.** Without the audit work from Issue 011, the offer hits no one.

The Local Awareness Channel *Audit*

Score the six static channels that turn cold locals into warm locals, and find the gap to fix first.

AUTHOR

Daris Wilson

SERIES

HMYLB · Part 2

SITE

fromthefloorup.co

WHY THIS AUDIT EXISTS

Static awareness fills your funnel while you focus on everything else.

Most local marketing dollars disappear because the audience doesn't know the business yet. Every campaign has to introduce and sell at the same time, and the math gets thin fast.

Local audiences move through three stages, cold to warm to hot. Cold is the first time someone sees your sign, your shirt, your sponsorship, or your booth. Warm is when the name starts to stick and they could pull it out of memory if a friend asked. Hot is when they need the service and your name comes up first.

Static channels do the cold-to-warm work. Signage, uniforms and merch, packaging, sponsorships, community visibility, and print presence. They run on their own without a new campaign every week, and they compound the longer you stay consistent.

This audit walks through all six channels and scores each one with four questions. The questions check whether the channel is actually moving people through the funnel, not just whether it exists. At the end, you'll have a total out of 120 and a clear sense of which channel to fix first.

How to use the audit

Score each question 1 to 5. Total each channel out of 20. Add the six channels for a total out of 120. The scorecard at the end shows the band you're in and what to do next.

WHAT YOU'RE AUDITING

The six static channels.

Each channel has a job in the funnel. Score it on whether it's doing that job, not whether it exists in some form.

#	CHANNEL	FUNNEL JOB
1	Signage	Cold people notice you, warm people see proof you work nearby.
2	Uniforms, shirts & merch	Warm people feel you're professional, and your team and customers become walking signage.
3	Packaging & take-home	Customers remember and share you, and the package travels in front of cold eyes.
4	Local sponsorships	Warm people connect you with the community and causes the audience already cares about.
5	Community visibility	Cold people meet you face-to-face, the fastest cold-to-warm channel there is.
6	Print presence	Cold people notice you, and the repetition over months turns notice into recognition.

The four questions you'll ask of every channel

1. Can people **see** your name?
2. Can they **remember** your name?
3. Do they know **what you do**?
4. Is there a clear next step to **call, visit, or book**?

A channel scores 1 to 5 on each question, totaling out of 20. Six channels add to a maximum of 120.

CHANNEL 01

Signage.

Storefront signs, branded merch, yard signs, A-frame signs, window decals, stickers, and vehicle wraps or magnets. Funnel job: cold people notice you, and warm people see proof you work nearby.

EXAMPLES BY CATEGORY

Home Service Business: a truck wrap that turns every job-site arrival into a moving billboard, plus a yard sign at every completed job.

Restaurant or Retail: a clean storefront sign that reads from the sidewalk, plus an A-frame on the corner Tuesday through Sunday.

Personal Service Business: a window decal at the studio, plus car magnets and a gym-bag patch at the local rec center if you're mobile.

Professional Service Business: office suite signage, branded leather portfolios, magnetic vehicle logo.

SCORE THIS CHANNEL

1. Can people **see** your signage in the places your audience actually moves?

1	2	3	4	5
---	---	---	---	---

2. Is the signage **memorable**, with a name that sticks after one look?

1	2	3	4	5
---	---	---	---	---

3. Does the signage tell them **what you do** at a glance?

1	2	3	4	5
---	---	---	---	---

4. Is there a **clear next step**, like a URL, a phone number, or a directional cue?

1	2	3	4	5
---	---	---	---	---

Channel total

--

 / 20

CHANNEL 02

Uniforms, shirts & merch.

Polos, jackets, hats, and gear that the team wears on the job and that customers wear after the fact. Funnel job: warm people feel you're professional, and your team and customers become walking signage that puts cold people in front of your name.

EXAMPLES BY CATEGORY

Home Service Business: an HVAC team in matching branded polos that read as professional on the first home visit.

Restaurant or Retail: a branded ball cap regulars wear around town and a staff uniform that's photo-ready.

Personal Service Business: branded shirts on stylists or trainers, plus client gear earned through milestones the way JCF Members did.

Professional Service Business: less uniform-driven, with a branded blazer pin and tote and a branded executive portfolio.

SCORE THIS CHANNEL

1. Can people **see** your team and customers wearing your name where your audience moves?

1	2	3	4	5
---	---	---	---	---

2. Is the uniform or merch **memorable**, recognizable across a parking lot or a sidewalk?

1	2	3	4	5
---	---	---	---	---

3. Does the gear communicate **what you do** or what you stand for?

1	2	3	4	5
---	---	---	---	---

4. Is there a **next step** embedded, like a website on the back, a QR on the tote, or a logo that pulls someone in?

1	2	3	4	5
---	---	---	---	---

Channel total

 / 20

CHANNEL 03

Packaging & take-home.

Branded bags, boxes, stickers on packaging, business cards in the bag, take-home guides, branded napkins, anything the customer carries out the door with your name on it. Funnel job: customers remember and share you, and the package travels in front of cold eyes long after the transaction.

EXAMPLES BY CATEGORY

Home Service Business: a branded folder left at the end of every job with the warranty, the next-service reminder, and a referral card.

Restaurant or Retail: a branded takeout bag that rides the bus across town at lunchtime.

Personal Service Business: a branded gift bag at the first visit with the booking link and a friend-referral card inside.

Professional Service Business: welcome packets and onboarding binders, and a leave-behind packet with engagement materials.

SCORE THIS CHANNEL

1. Can people **see** your name on what the customer carries out the door?

1	2	3	4	5
---	---	---	---	---

2. Is the packaging **memorable**, designed well enough that the customer keeps it or shows it off?

1	2	3	4	5
---	---	---	---	---

3. Does the take-home material tell a new viewer **what you do**?

1	2	3	4	5
---	---	---	---	---

4. Is there a **next step** inside, like a referral card, a return-visit offer, or a clear way to book again?

1	2	3	4	5
---	---	---	---	---

Channel total

 / 20

CHANNEL 04

Local sponsorships.

Little league teams, school yearbook ads, charity 5Ks, civic events, community theater programs, and school fundraisers. Funnel job: warm people connect you with the community, and your name shows up next to causes the audience already cares about.

EXAMPLES BY CATEGORY

Home Service Business: sponsoring a youth baseball team with your logo on the jersey.

Restaurant or Retail: sponsoring the local high school's fall play program with a quarter-page in the playbill.

Personal Service Business: sponsoring a community 5K with a finish-line table and free water.

Professional Service Business: bar association dinners, chamber of commerce, small business expos, nonprofit galas. The sponsorship is twofold, visibility and credibility.

SCORE THIS CHANNEL

1. Can people **see** your name on the sponsorship materials and at the event itself?

1	2	3	4	5
---	---	---	---	---

2. Is the sponsorship in a place that **connects you to a cause** your audience already cares about?

1	2	3	4	5
---	---	---	---	---

3. Does the sponsorship signal **what you do**, not just that you wrote a check?

1	2	3	4	5
---	---	---	---	---

4. Is there a **next step** baked in, like a booth, a discount code, or a follow-up touch?

1	2	3	4	5
---	---	---	---	---

Channel total

 / 20

CHANNEL 05

Community visibility.

Booths at farmer's markets, parades, festivals, neighborhood association meetings, civic boards, school career days, and ribbon cuttings. Outdoor presence in high-foot-traffic spots when it fits your business, the way the JCF waterfront workouts did. Funnel job: cold people meet you face-to-face, which is the fastest cold-to-warm channel there is.

EXAMPLES BY CATEGORY

Home Service Business: a landscaper at the spring home-and-garden expo with sample plant boards and quote slips.

Restaurant or Retail: a cafe pouring coffee at the Saturday farmer's market with a takeout flyer at the table.

Personal Service Business: a fitness coach running a 20-minute mobility class at the community center, or a salon doing braid bars at a community festival.

Professional Service Business: chamber boards, free monthly workshops, civic boards, speaking at industry events.

SCORE THIS CHANNEL

1. Are you **visible** in the places your audience already gathers, regularly enough that they expect you there?

1	2	3	4	5
---	---	---	---	---

2. Is your presence **memorable**, with branding that reads at a distance?

1	2	3	4	5
---	---	---	---	---

3. Does the moment communicate **what you do**, ideally with a sample, demo, or conversation hook?

1	2	3	4	5
---	---	---	---	---

4. Is there a **next step** at the booth or after, like a sign-up sheet, a follow-up email, or a first-visit offer?

1	2	3	4	5
---	---	---	---	---

Channel total

 / 20

CHANNEL 06

Print presence.

Print ads, sponsored features, regular columns, billboards, neighborhood mailers, community magazines, church bulletins, and school newsletters. Funnel job: cold people notice you, and the repetition over months turns notice into recognition.

EXAMPLES BY CATEGORY

Home Service Business: a monthly quarter-page in the regional homeowner magazine.

Restaurant or Retail: a billboard on the route home from the office park, plus a quarterly feature in the neighborhood lifestyle publication.

Personal Service Business: a quarterly column in the community wellness magazine, plus an ad in the school yearbook every spring.

Professional Service Business: billboards, and authored columns in the local business journal.

SCORE THIS CHANNEL

1. Can people **see** your print presence in publications and locations your audience actually reads or passes?

1	2	3	4	5
---	---	---	---	---

2. Is the print piece **memorable**, with a hook or design that lands on first read?

1	2	3	4	5
---	---	---	---	---

3. Does the print clearly tell readers **what you do**?

1	2	3	4	5
---	---	---	---	---

4. Is there a **next step**, like a URL, a phone number, or an offer with a deadline?

1	2	3	4	5
---	---	---	---	---

Channel total

 / 20

YOUR SCORECARD

Add the six channels.

Total your six channel scores below and find your band. Where you land tells you what to fix next.

YOUR TOTAL

/120

90 to 120

Strong foundation.

Your static layer is doing serious work. Sharpen the weakest channel and start layering dynamic.

60 to 89

Foundation taking shape.

Two or three channels are pulling weight and the rest are leaking. Pick the lowest-scoring channel and rebuild it first.

30 to 59

Gaps that compound.

Most channels are partial or invisible. Choose one to build right before adding the next, and resist running paid ads until at least two channels are above 12.

0 to 29

Start here.

Your static layer is mostly missing. Pick the highest-frequency, lowest-cost channel for your business and ship one piece of it this month.

WHAT TO FIX FIRST

The build order.

Pick one channel. Build it right. Then add the next. Three principles tell you which one to start with.

1 Highest frequency for your audience.

Pick the channel that puts your name in front of the most warm and cold eyeballs per week. A truck wrap that drives past 400 cars a day beats a billboard your audience never passes.

2 Lowest cost to ship a real version.

Real means visible, memorable, and actionable. A clean storefront sign and a packaging refresh almost always cost less than a print campaign and ship faster.

3 Lowest current score with the most upside.

Look at your scorecard. The channel scoring 4 out of 20 with a real frequency advantage is your fastest win. Rebuild it to a 15 before you touch anything else.

One thing this week

Take the channel you scored lowest with the most upside, and ship one improvement before Friday. A new yard-sign run, a redesigned takeout bag, a sponsorship signup, a uniform reorder. One channel, one week, one move.

WHAT'S NEXT

You're in the series.

The Awareness Engine is Part 2 of How to Market Your Local Business. Six issues left, plus a bonus issue, every Tuesday morning.

Next up, Part 3, Profiles & Listings. The layer that makes you findable the moment warm becomes searching. Google Business Profile, Apple Maps, Nextdoor, Yelp, and the free channels that compound the longer you tend them.

After that, Events for Awareness, Workshops & Masterclasses, The Local Digital Engine (paid ads, social, retargeting), and Networking, Partnerships & Referrals. The bonus issue, Conversion + Retention, lands the week after the series wraps.

Read the full series at fromthefloorup.co/local

Every issue is a tactical playbook with a downloadable resource. Subscribe and the next one lands in your inbox Tuesday morning.

fromthefloorup.co/local

Profiles & *Listings*

Show up correctly and earn the click the moment a warm prospect goes looking for you.

AUTHOR

Daris Wilson

SERIES

HMYLB · Part 3

SITE

fromthefloorup.co

WHY THIS PLAYBOOK EXISTS

Awareness gets them curious. Your profile gets them in.

Someone saw your shirt, your sign, or your booth. Now they want what you sell, so they go looking, and what they find in the next ten seconds decides whether they call you or call someone else.

Two things win those ten seconds. The first is being found. The second is being trusted enough to act on once you are found. Most local owners do a little of the first and almost none of the second, then wonder why their awareness work never turns into calls.

Findability has two layers

The **listing layer** tells a stranger you are real, where you are, and that you are legit. Google Business Profile leads it, with Apple Maps, your main review site, Bing, and your industry directories behind it.

The **social-search layer** is where people open Instagram or TikTok to see whether you are current before they commit. For a lot of buyers it is Google first and your Instagram second, and a polished profile next to a dead Instagram reads as a warning.

How much each layer carries depends on what you do. A plumber lives on the listing layer. A barber gets judged by eye, so the social layer climbs right up next to Google.

HOW TO USE THIS PLAYBOOK

Read the Complete Listing Standard first, that is the bar. Use the platform map to decide where to plant your flag. Then run the scored audit, find your lowest section, and start your fixes there. One platform built all the way beats five built halfway.

Fill every field.

A half-built profile is the most common leak in local marketing. Google itself says complete, accurate information helps you show up in local search, so completeness is ranking fuel and trust at once.

Here is the bar for a fully built profile. It travels across Google, Apple, Yelp, Facebook, and most directories, so fill it once and copy it everywhere.

EVERY PROFILE, FILLED ALL THE WAY

- **Business name, exact.** Your real name with no keyword stuffing. "Joe's Plumbing," not "Joe's Plumbing Best Cheap Emergency Plumber."
- **Primary and secondary categories.** The primary category does the heavy lifting for what you rank for. Set it precisely, then add the secondaries that fit.
- **Address or service area.** A storefront sets an exact pin. A mobile business sets a service area for the towns it actually covers and hides the home address.
- **Local phone number.** One consistent number, ideally local, that rings somewhere a human answers.
- **Website and booking link.** A clear next step, whether that is call, book, order, or request a quote.
- **Hours, including holiday hours.** Wrong hours are a trust killer and a wasted trip. Keep them current and set special hours for holidays.
- **Services and products, described.** List what you offer with a sentence each, not just a name. This feeds search and answers the question early.
- **Business description.** A few honest sentences on who you serve and what makes the work good. Plain language, no hype.
- **Attributes.** The badges that matter to your buyer, like wheelchair accessible, women-owned, free parking, or by appointment.
- **Questions and answers, seeded.** Post and answer the five questions you get asked most, so the answer is there before a stranger has to ask.
- **Posts and updates.** A recent post signals the doors are open and someone is paying attention.

Show the space.

Photos are the fastest trust signal you have, and they are badly underused. You do not need a photographer or a rulebook, you need to show the place and the people in it.

The principle carries the whole section. Show the space, show people engaging and interacting inside it, and make it easy for customers to add their own. What exactly to shoot varies by business, so use this as a starting shot list and adjust to what you do.

THE STARTING SHOT LIST

- **The exterior.** The storefront or building as it looks from the street, so a stranger recognizes the place when they pull up.
- **The interior.** The room, the chair, the table, the bay, wherever the work happens.
- **People in the space.** Real customers and your team engaging, not stock-stiff poses. This is the shot that sells the feel.
- **The work itself.** Before and after, the finished job, the plate, the cut, the result someone is paying for.
- **A few real moments.** The everyday texture of a normal day, which reads as alive and current.

LET CUSTOMERS ADD THEIRS

Customer photos are trusted more than yours and they keep the profile fresh without you lifting a finger. Invite them. A simple "tag us," or a quick ask after a great visit, turns happy customers into a steady photo feed.

Keep photos current. A profile full of shots from three years and one haircut ago tells a stranger you might not still be there.

Earn the reviews.

Once a prospect finds two or three options that all look capable, reviews decide it, and the count, the recency, and your replies all matter.

A reply to a hard review shows how you handle a problem, which is often what they are really worried about. Build a habit you can keep instead of chasing one big push.

THE REVIEW HABIT

- **Ask at peak happiness.** Right after a win, the finished job, the great visit, the result they wanted. Ask then.
- **Make it one tap.** A direct link or a QR code that drops them straight on the review screen. Every extra step loses people.
- **Reply to all of them, fast.** Thank the good ones, answer the hard ones with calm and a fix, within a day.
- **Keep a steady flow.** A few every week beats forty in one weekend, which can look fake and get filtered out.
- **Expect some to vanish.** Google filters reviews it reads as incentivized or sudden, and real ones get caught too. You cannot control that, so keep the flow steady and your count holds.

One source of truth

Write your core information once, here, then copy this exact text into every profile so nothing ever drifts.

BUSINESS NAME	
ADDRESS / AREA	
PHONE	
HOURS	
PRIMARY CATEGORY	
BOOKING LINK	

Where to plant your flag.

You do not need a presence on every platform, you need the few your customers actually use, built to the standard, in the right order.

Core · build this first, to 100%

Google Business Profile. For most local businesses this is where the search moment happens. If you do one thing from this playbook, complete this to the full standard.

Strong · add next

Apple Maps, your main review site, and Facebook. Apple covers every iPhone searching through Maps, Siri, and Spotlight. Your main review site depends on your trade. Facebook still carries local trust and events. For visual personal-service businesses, add **Instagram and TikTok** to this tier, since people validate you by eye.

Then · based on fit

Bing, Nextdoor, and BBB, plus Instagram and TikTok for non-visual businesses, and the industry directories on the next page. Add them once Core and Strong are built right.

A complete social-search presence

Instagram and TikTok act like listings now, so build them to a standard too: a bio that says what you do and where, pinned or highlighted content that answers your common questions, recent posts showing the space and real people, and your location tagged.

THE PLATFORM MAP · BY BUSINESS TYPE

Extra listings that fit you.

Start with the Core and Strong layers. Then add the platforms that match your business type, and treat each one as a listing to build to the standard, not a box to check.

BUSINESS TYPE	EXTRA LISTINGS WORTH CLAIMING
Restaurants, hotels, attractions	Tripadvisor, OpenTable, Resy, DoorDash, Uber Eats
Home services, contractors	Angi, Thumbtack, Houzz, Porch (HomeAdvisor now folds into Angi)
Beauty, wellness	Vagaro, Fresha, StyleSeat, Booksy, Mindbody
Medical, dental, therapy	Healthgrades, Zocdoc, Psychology Today, WebMD Care
Real estate	Zillow, Realtor.com, Redfin, Homes.com
Events, venues	Eventbrite, Peerspace, The Knot, WeddingWire
B2B, professional services	LinkedIn Company Page, Clutch, Alignable
Local community	Chamber of Commerce, city business directory, Black-owned business directories, neighborhood associations

Platforms get acquired and renamed, so treat these as current examples as of 2026, and pick the one or two your customers actually use, not all of them.

THE SCORED SELF-AUDIT · 1 OF 3

Grade your findability.

Score each question 1 to 5, where 1 is not at all and 5 is fully handled. Total each section out of 20, then carry the five totals to the scorecard.

SECTION 1 · FINDABILITY

1. When you search your service plus your town, how high do you appear?

1

2

3

4

5
2. Is your Google Business Profile claimed, verified, and active?

1

2

3

4

5
3. Do you show correctly on Apple Maps for iPhone users?

1

2

3

4

5
4. Is your pin or service area accurate?

1

2

3

4

5

Section total / 20

SECTION 2 · CONSISTENCY

1. Is your business name identical on every platform?

1

2

3

4

5
2. Does your address or service area match everywhere?

1

2

3

4

5
3. Is your phone number the same on every listing?

1

2

3

4

5
4. Do you work from one written source of truth?

1

2

3

4

5

Section total / 20

THE SCORED SELF-AUDIT · 2 OF 3

Completeness and reviews.

SECTION 3 · COMPLETENESS

1. Are your hours current, with holiday hours set?

1

2

3

4

5
2. Are services or products listed and described?

1

2

3

4

5
3. Do photos show the space, the people, and the work?

1

2

3

4

5
4. Is there a clear next step to call, book, or order?

1

2

3

4

5

Section total / 20

SECTION 4 · REVIEWS

1. How recent is your newest review?

1

2

3

4

5
2. Do you have a habit for asking every happy customer?

1

2

3

4

5
3. Do you reply to reviews, good and bad, quickly?

1

2

3

4

5
4. How does your rating hold up against nearby competitors?

1

2

3

4

5

Section total / 20

The social layer, then your score.

SECTION 5 · SOCIAL-SEARCH LAYER

1. Does your Instagram or TikTok bio say what you do and where?

1

2

3

4

5
2. Does pinned or highlighted content answer common questions?

1

2

3

4

5
3. Do recent posts show the space and real people?

1

2

3

4

5
4. Is your location tagged so you surface in local search?

1

2

3

4

5

Section total / 20

Add the five sections, score out of 100

0 to 40

Leaking. Awareness is walking past you. Fix Core findability and consistency first.

41 to 70

Functional. You show up, but gaps cost you. Close completeness and reviews.

71 to 100

Dialed in. Keep it living, hold the review habit, and tend the social layer.

WHAT TO FIX FIRST

The build order.

Profiles are a living layer that needs tending, not a one-time setup. Pick your tier, run the move, then come back and add the next platform.

1 Doer

Search your own business the way a stranger would, your name and your service plus your town. Fix the first wrong or missing thing you see, hours, the address pin, or a missing photo. Then claim and complete your Google Business Profile to the standard in this playbook.

2 Manager

Assign one person to own reviews. Set the habit for asking every happy customer this week and replying to every review within a day. Hand them the source-of-truth box so every platform reads the same.

3 Owner CEO

Audit your name, address, and phone across every platform you appear on, and lock down one source of truth so the details never drift. Decide which two extra listings fit your business type and assign them out with a date.

One thing this week

Run the scored audit, find your lowest section, and ship one fix before Friday. Claim a profile, correct your hours, set up your review link, or shoot five real photos. One platform, one week, one move.

The awareness engine brings people to the door. Your profiles and listings decide whether they walk through it or turn around.

The Workshop That *Sells*

Come up with a topic, build the session, fill the room, and turn a warm crowd into paying customers in a single hour.

AUTHOR

Daris Wilson

SERIES

HMYLB · Part 4

SITE

fromthefloorup.co

WHY THIS PLAYBOOK EXISTS

Teach the result, earn the sale.

A workshop is the highest-converting room you can run, because teaching lets you prove the result and ask for the sale in the same hour.

When you teach, you give value first, you prove you know your craft, and the offer at the end lands as the obvious next step instead of a pitch. We ran our challenge info sessions this way and closed almost the whole room into a paying offer on the spot. The session did the selling, and the slides did the convincing.

This playbook gets you from no idea to a workshop on the calendar that fills and converts. Four moves, in order. Work them top to bottom and you will have your topic, your session, your promotion, and your follow-up ready to run.

THE FOUR MOVES

- **Pick the topic.** Find the overlap between an outcome your prospects crave and something you can teach cold.
- **Build the session.** A slide-by-slide structure that teaches, proves the result, and leads to one clear offer.
- **Fill the room.** Pull every channel you have to drive registrations, free or paid.
- **Convert and follow up.** Make the offer with urgency, then turn every attendee into a tracked contact.

Run a free version to grow your list, or a paid version to filter for serious buyers and convert. Same structure, different job in the funnel.

MOVE 1 • PICK THE TOPIC

Teach what they already want.

The best workshop topic sits where a result your prospects crave meets something you can teach without notes. Find that overlap and the room fills itself.

List both sides, then circle where they cross. The crossing point is your topic.

Outcomes they crave	What you can teach cold
---	---

Name it for the outcome

Title the session for the result or the surprising reason behind it, not the topic itself. "Why Carbs Are Making You Fat" beats "A Nutrition Workshop" because it names a fear and a fix in one line. Lead with the benefit, keep it concrete, and make a stranger want to be in the room.

BUSINESS TYPE	A TITLE THAT SELLS THE OUTCOME
Home Service	The 5 Things Quietly Lowering Your Home's Value
Restaurant / Retail	Cook Restaurant-Level Pasta at Home in One Night
Personal Service	Drop a Size in 6 Weeks Without Living in the Gym
Professional Service	How to Buy Your First Home in [City] in 90 Days

One topic, one outcome, one room. If you cannot say who walks out better and how, keep refining the title.

MOVE 2 · BUILD THE SESSION · THE SLIDE STRUCTURE

Build it to sell from the stage.

A selling workshop teaches something real and walks toward one offer. Here is the slide order that does both, with proof carried the whole way through.

THE SLIDE-BY-SLIDE STRUCTURE

- **1. The promise.** Open on the outcome they came for, stated plainly, so they know the hour is worth it.
- **2. Who you are, fast.** One slide on why you have the right to teach this. Keep it short and let the results speak.
- **3. The problem.** Name the pain that sits between them and the outcome, in their own words.
- **4. The framework.** Teach your method in 3 to 5 steps. Give real value here, enough that they could act on it alone.
- **5. Proof on every teaching slide.** A before-and-after or a result beside each point, so the promise is on the screen the whole time.
- **6. One real story.** Walk through a single customer's journey from stuck to result. The audience sees someone who looks like them.
- **7. Who it's for, who it's not for.** Name both. Calling out the wrong fit makes the right fit lean in.
- **8. The offer.** What they get, what it costs, what is included, framed as the fastest path to the outcome you just taught.
- **9. Urgency and scarcity.** Limited spots, a real deadline, and a reason to act tonight instead of later.
- **10. The ask.** Tell them exactly what to do to sign up, right now, and make it simple to do in the room.

Build proof into the deck before anything else. Pull your best before-and-afters, results, and screenshots first, then write the teaching around them.

MOVE 2 · BUILD THE SESSION · THE FILTER AND THE OFFER

Charge a small fee to filter for buyers.

For a paid info session, a small refundable fee weeds out the tire kickers and packs the room with people who are already serious.

We charged \$29 to attend our challenge info sessions. It was fully refundable, 100% money back with no hassle, returned at the end if you did not join and applied to the challenge if you did. The fee was a filter, and anyone who paid to sit down had already raised their hand, so the room converted far better.

THE REFUNDABLE-FEE FILTER

- **Keep it small.** Enough to mean something, low enough that a serious prospect does not blink. Our number was \$29.
- **Make it fully refundable.** 100% money back at the end of the night if they do not move forward, no hassle and no hoops.
- **Apply it to the purchase.** If they join on the spot, the fee comes off their first payment, so saying yes feels like a discount.
- **Say what it is for.** Tell them plainly it is there to keep the room serious. That framing attracts the buyers and repels the browsers.

Make one clear offer

Pick a single offer and make it the obvious next step from what you just taught. One price, one deadline, one thing to do. A confused room never buys, so resist stacking three options.

THE ON-THE-SPOT OFFER

- **One package, named.** The thing that delivers the outcome you spent the hour teaching.
- **A reason to decide tonight.** A sign-up bonus, the fee credit, or a spot that closes when the seats fill.
- **A simple way to say yes.** A form, a QR code, or a table at the back, ready before you reach the ask.

MOVE 3 · FILL THE ROOM

Pull every channel to drive sign-ups.

An empty room cannot convert. Fill it the same way we filled ours, with everything you own, everyone who already trusts you, and paid reach on top.

Owned · free, start here

Email your list and send SMS to anyone who opted in. Pin the registration post to your social profiles, and add the event to your Google Business Profile and the listings from Part 3. These cost nothing and reach the warmest people you have.

Earned · borrow trust

Ask current customers or members to bring a friend, and open a handful of guest spots to make it easy. Line up a partner business that shares your customer to cross-promote to their list. We go deep on partnerships and referrals in Part 6.

Paid · amplify what works

Run Meta and Google ads pointing to a simple registration page, then retarget everyone who visited but did not sign up. Paid reach is the topic of Part 5, and a workshop registration is one of the cleanest things you can advertise.

A 3-week promotion timeline

- **3 weeks out.** Announce to your list, open registration, and start the ads.
- **1 week out.** Push hard, share the proof and the agenda, remind people the seats are limited.
- **2 to 3 days out.** Lean into urgency, last seats, and turn on retargeting.
- **Day of.** Send a morning reminder and an hour-before nudge with the link or the address.

Copy that gets them to register now.

Limited seats and a real deadline do the heavy lifting. Adapt these to your topic, your number, and your dates, and keep the promises honest.

META AD

Local [city] [who they are], this one is for you. On [date] I am teaching [outcome] in one session. Seats are capped at [number] so the room stays small. We hold your spot with a \$29 fee that is fully refundable at the end, and it comes off your enrollment if you join. Tap to grab a seat before they are gone.

EMAIL · SUBJECT + BODY

Subject: [number] seats, [date], how to [outcome]

I am running [title] on [date], and I am keeping it to [number] seats on purpose. You will walk out knowing exactly how to [outcome]. Your \$29 reserves the seat, comes straight back at the end if it is not for you, and applies to your enrollment if it is. Once the seats fill, registration closes. Save your spot here: [link].

SMS

[First name], [number] seats left for [title] on [date]. \$29 holds your spot, fully refundable. Register: [link]

LAST-CALL (2 TO 3 DAYS OUT)

Final seats for [date]. After these fill, the next session is [next date or "not on the calendar yet"]. If you have been meaning to [outcome], this is the room. Reserve now: [link]

Only claim scarcity that is real. If the seats are not actually limited, do not say they are. Honest urgency converts and keeps your name clean.

MOVE 4 · CAPTURE AND FOLLOW UP · THEN BUILD IT

Keep every name, then follow up.

The room is only worth the effort if you walk away with the contacts. Capture everyone, then follow up within 48 hours while the face is still fresh.

CAPTURE AND FOLLOW-UP TEMPLATES

- **Capture on the way in.** A registration form or a quick sign-in gets you name, email, and phone before the session starts.
- **Joined on the spot:** "Welcome in. Here is what happens next, [first step], and here is how to reach me if you need anything before then."
- **Came but did not join:** "Great having you [date]. The offer holds until [deadline], and your \$29 still applies if you decide to jump in. Want me to save your spot?"
- **Registered but no-show:** "Missed you [date]. I am running it again on [date], want me to hold you a seat? Your fee carries over."

Build it this week

1 Doer

Pick one topic from the overlap worksheet, set a date in the next 30 days, and decide the single offer you will make at the end.

2 Manager

Build the proof. Pull your best before-and-afters and results into the deck, and assign who fills the room from each channel.

3 Owner CEO

Decide whether the refundable-fee filter fits your model, and stand up the capture and 48-hour follow-up system so no attendee is ever lost.

Teach something worth their time, put your proof on every slide, and make one clear offer before they leave the room.

Turn Ads Into *Customers*

Build a local Meta engine that meets strangers with something free, follows the ones who didn't buy, and keeps your own customers close, without burning budget on people who already know you.

AUTHOR

Daris Wilson

SERIES

HMYLB · Part 5

SITE

fromthefloorup.co

WHY THIS PLAYBOOK EXISTS

A strong ad is not the game. The order is.

Paid ads work when you match the message to how warm the person already is, so you build for three stages and let each one carry its own job.

My wife was shooting new looks every week for terrelldominick.com, so we took 45 of them, sorted them into categories, and turned the whole thing into a free download. We ran it cold on Meta to women who had never heard of the brand, carved out everyone who already knew us so the budget only chased strangers, and set the objective to leads instead of sales to keep the clicks cheap. That book pulled in 3,789 new emails and phone numbers, a discount code at the end brought in enough orders to basically cover the spend, and the campaign turned \$4,634 into \$10,408. A separate ad for our best-selling Balloon Top came back over 6x.

What moved the numbers was the order we put things in. We met strangers with something free, followed the ones who hadn't bought with a reason to act, and kept the people who had already bought close with no discount. That same ladder fills a calendar in your town the way it sells clothes online, and it is the entire job of your local digital engine.

THE ENGINE, TOP TO BOTTOM

- **Top of funnel (TOF).** Strangers who have never heard of you. Lead with something free, set the objective to leads, and grow the pie.
- **Middle of funnel (MOF).** People who looked, engaged, and didn't buy. Put a reason to act back in front of them. Usually the easiest win.
- **Bottom of funnel (BOF).** Your own customers. Retarget your list on a short window, drop the discount, and speak to the bigger why.

This playbook turns that engine into the build. Work the pages top to bottom and you will have the foundation, the audiences, the local targeting, the three ads, and the one number to watch ready to run.

The few words that run the whole thing.

You do not need the jargon to run good ads. These are the handful of terms Meta puts in front of you, in plain language.

TOF, MOF, BOF

Top, middle, and bottom of funnel. Strangers, people who engaged and didn't buy, and your own customers.

The pixel

A snippet of code on your site that tells Meta who visited what. Without it, retargeting and tracking simply cannot fire.

Events

The actions the pixel watches for, a page view, a lead, a purchase, so Meta knows what counts as a win.

Retargeting

Showing an ad to people who already touched your business, your visitors, your list, or your engagers.

Custom audience

A list you build from your own data, like website visitors or your customer file, for Meta to target or exclude.

Lookalike audience

Meta finds new strangers who resemble one of your custom audiences. A warmer way to reach cold people.

Step 1 • Lay the foundation

Nothing below works until the pixel is on your site and firing. This is the plumbing, so do it once and do it right.

THE FOUNDATION, IN ORDER

- **Install the pixel.** In Meta Events Manager, click Connect Data Sources, choose Web, and follow the install for your site builder or hand the snippet to whoever manages it.
- **Turn on a few key events.** At a minimum, track PageView, Lead, and Purchase, so Meta can optimize toward the action that actually matters to you.
- **Point every ad at one offer or booking page.** A single clean page with one action, claim the offer or book the time, so the pixel has one clear win to record.

Meta moves these buttons around more than any of us would like, so if a path reads differently on your screen, look for the same words.

STEP 2 • BUILD YOUR AUDIENCES

Your audiences do the targeting for you.

Build these four once and the rest of the engine has something to fire on. You make them in Audiences inside Meta Ads Manager, under Create Audience.

THE FOUR TO BUILD

- **Website visitors.** A custom audience of everyone the pixel has seen on your site, usually a 30 to 180 day window. This is your warm middle.
- **Your customer list.** Upload the emails and phone numbers of people who have already paid you. This becomes your bottom-of-funnel audience and the seed for lookalikes.
- **Engagers.** People who followed your page, liked, commented, watched a video, or opened a form. Build these from your Facebook and Instagram accounts as the source.
- **Lookalikes.** Ask Meta to find new strangers who resemble your customer list. The warmest way to reach cold people, since it starts from your best buyers.

The exclusion that saves your budget

The easiest way to burn money is letting repeat customers who already know, like, and trust you cash in on a new-customer-only discount, just because you didn't target correctly. When you run a top-of-funnel ad meant for strangers, exclude your website visitors, your customer list, and your engagers, so the cold budget only ever chases cold people. That one exclusion is the difference between growing the pie and paying to discount the customers you already had.

Local audiences are small, so keep exclusions light. Carve out your known people on cold ads, then stop. Heavy stacked exclusions that work for a national ecommerce brand will starve a local audience down to nothing.

STEP 3 · TARGET YOUR TOWN

Lead with location, keep the rest broad.

A local business wins on geography first. Drop a pin on your shop, set a radius that fits your market, and let the offer do the sorting.

Set the radius to your market · not a national default

In a dense city like Jersey City, 3 to 5 miles is plenty. Across most of the country, 5 to 10 miles fits the way people actually drive to you. Use a pin and radius around your location, or enter the specific zip codes you serve when your area is shaped oddly.

Keep the rest of the targeting broad · let creative sort

Resist stacking interests and behaviors on top of a small local radius. The geography is doing the heavy lifting, and the creative, the free guide or the first-visit offer, sorts the right people in. Narrow targeting on a small town just raises your costs.

Match the objective to the action · conversions almost every time

Set the objective to conversions, then pick the event you want. A lead is the cheaper conversion to chase and a purchase costs more, so at the top you optimize for leads. Traffic or engagement is only worth running as a small budgeted test, never the main job.

The one number to watch

You do not need a dashboard. You need to know what one new customer is worth to you and what you are paying to get one. If a customer is worth more than the ad spent to land them, the engine works and you feed it. If it is not, you fix the offer or the targeting before you spend another dollar.

STEP 4 · RUN THE THREE ADS

One ad per stage, each with its own job.

Most people run a single ad to everyone. The move is to run three, matched to how warm the person is, with a small budget to start each one.

Top of funnel · grow the pie · cold strangers

Target by location, exclude your known people, and lead with something free or low-risk, a guide, a checklist, or a first-visit offer. Optimize for leads so the clicks stay cheap, and let the creative sell the outcome they actually want.

BUDGET TO START · \$5 TO \$10 A DAY, LEAVE IT ALONE FOR A FEW DAYS

Middle of funnel · win them back · looked, engaged, didn't buy

Target your website visitors and engagers, and put a reason to act in front of them, a limited offer or the next piece of the teaching. This is the stage most people skip and the easiest to win, because these people already know you and just need a reason to come back.

BUDGET TO START · \$5 A DAY, THIS AUDIENCE IS SMALL AND WARM

Bottom of funnel · keep them close · your own customers

Target your customer list and put your offers back in front of people who have already paid you. Drop the discount, since they already trust you, and run it as retargeting on a short window, around 60 days, so the spend stays on customers while their last visit is fresh.

BUDGET TO START · \$5 A DAY ON A 60-DAY WINDOW

Where the message grows up. Up top you lead with the practical reason to buy and a deal to get a stranger over the hump. With your own customers you can speak to the bigger why, the ease it gives them, the pride they feel, the way it changes their day, and the standing it earns them with the people they care about.

STEP 4 · SWIPE COPY FOR EACH STAGE

Lift these, swap your details, run them.

Adapt each to your town, your offer, and your number, and keep every promise honest.

TOP OF FUNNEL · COLD

Local [city] [who they are], grab this free [guide or offer]. It shows you [outcome] without [the thing they dread]. Tap to get it, no cost, takes a minute.

MIDDLE OF FUNNEL · LOOKED, DIDN'T BUY

Still thinking it over? For the next [number] days, [limited offer] is open to [city] locals. You already saw what we do. This is the nudge to come in. Claim it here: [link]

BOTTOM OF FUNNEL · YOUR CUSTOMERS

[First name], we just [new thing, new colorist, new look, new service]. You already know how this goes. Want me to hold you a spot this week? Book here: [link]

The profile is the trust layer

Your ad sends people two places, your offer and your profile. A good chunk of locals will tap your Instagram or Facebook before they ever click the offer, just to see if you are real, active, and serving people like them. If your last post is from eight months ago, the ad money leaks right there. When I ran JCF, our social was all community and results, the faces and the before-and-afters, because people will quit a gym long before they quit the friends they made inside it. Keep your profile alive with recent work and real results so the curious click lands somewhere that closes the sale instead of raising a doubt.

One honest note on Google. Run Meta for the paid work, and let the Google Business Profile you tightened up in Part 3 carry search, free, in front of people already looking for what you do.

WHAT THIS LOOKS LIKE IN YOUR WORLD · THEN BUILD IT

Four businesses, one ladder.

Same engine, different offer at each stage. Find the row closest to yours and copy the moves.

BUSINESS TYPE	HOW THE LADDER RUNS
Home Service	A plumber runs a cold ad to a lead magnet, 5 Signs Your Water Heater Is About to Fail, and the thank-you page hands over a self-booking calendar so the warmest ones book on the spot.
Restaurant / Retail	A boutique targets women with birthdays this month inside its zip codes, invites them in for a styling visit and a gift, and a set capacity captures a name, phone, and email to book.
Personal Service	A studio runs a free six-week challenge to cold locals, retargets the no-shows with "three spots left this week," and a salon puts its new colorist back in front of past clients.
Professional Service	An advisor runs a plain-language info-session ad to lower the guard people bring to a first call, then retargets attendees into a booked consult. Education is home turf, the easiest win.

Build it this week

- 1

Doer
Install the pixel and turn on one location-targeted ad to a single free offer. Start at \$5 to \$10 a day and leave it alone for a few days before you touch it.
- 2

Manager
Build your four audiences, website visitors, customer list, engagers, and a lookalike, so your retargeting has something to fire on this week.
- 3

Owner CEO
Map the full ladder, set the one offer at each stage, and set the budget rule, start small, check the outcome, and raise no more than 20% every 3 to 4 days.

The ad gets attention, the ladder turns it into customers, and your profile is the proof that makes the click worth it. Build it in that order and the money stops leaking out the sides.

Turn Customers Into *Referrals*

A fill-in workbook. The ask to write, the card to print, the follow-up to send, and the partner to line up, so you put the referral engine to work this week.

AUTHOR

Daris Wilson

SERIES

HMYLB · Part 6

SITE

fromthefloorup.co

DO THIS · 10 MINUTES

Write your ask. Use it at every close.

Start from the template, then put it in your own words on the lines below. This is what you say the moment a customer says yes.

TEMPLATE · THE ASK AT THE CLOSE

We are going to get you **[your result]**, that part is on us. While we do, the best thank-you you can give us is to introduce us to a few people in your life who want **[the same outcome]**. Two or three names is perfect, and I will take it from here.

YOUR ASK, IN YOUR WORDS

- ☐ **Ask at the close**, the moment they say yes, while the trust is highest.
- ☐ **Ask for specific names**, people they have already mentioned who want what you sell.
- ☐ **Make it a ten-second job**, hand them the card on the next page or text the form.

PRINT THIS · ADD IT TO YOUR WELCOME PACKET

The card that captures the lead.

Copy this onto a card and hand it over at the close, or rebuild it as a short form you text right after. Capture all four fields so your follow-up never opens cold.

Who else wants **results**?

FRIEND'S NAME

MOBILE

EMAIL

HOW YOU KNOW
THEM

Who else wants **results**?

FRIEND'S NAME

MOBILE

EMAIL

HOW YOU KNOW
THEM

☐

Put this card in every new customer's welcome packet, so the ask is part of onboarding.

☐

Set up a digital version, a short form you text after the close that drops onto your follow-up list.

Copy these, swap the brackets, and send. Then log every name so none of them slip.

Hi **[name]**, **[referrer]** thought of you and passed along your number. They have been **[result]** with us and figured you would want the same. Can I hold you a **[first visit or consult]** this week? No pressure either way.

[Referrer], just talked to **[friend]** and they booked for **[day]**. Thank you for the intro, it means a lot. Send anyone else my way you think I should know.

[illegible]

SCHEDULE THIS · ONE EVENT, ONE PARTNER

Put one play and one partner on the calendar.

Pick one play this quarter

- ☐ Themed event, bring a friend. Date: _____
- ☐ Referral contest with a prize. Window: _____
- ☐ Free week to bring a friend. Date: _____

HOW I WILL CAPTURE EVERY GUEST'S NAME, MOBILE, AND EMAIL

Partner worksheet

BUSINESSES THAT SERVE MY CUSTOMER RIGHT BEFORE OR RIGHT AFTER I DO

- ☐ The one I will start with: _____
- ☐ The one program we run, value both ways: _____
- ☐ Cadence: weekly _____ monthly _____

PARTNER OUTREACH · FIRST MESSAGE

Hi [name], I send a steady stream of [your customers] past my door every week, and a lot of them need exactly what you do. I would love to set up something simple that sends value both ways. Could I buy you a coffee this week and map it out.

COMMIT · THIS WEEK

Check your tier. Run the one move.

Pick the line that matches where you are, check the box when it is done.

☐ **Doer**

Write your ask on page 2 and use it at your next close, and capture the name, mobile, and email on a card before the conversation ends.

☐ **Manager**

Put the referral card in your welcome packet so every new customer gets the same ask, and assign one person to follow up within 48 hours.

☐ **Owner CEO**

Line up one partner who serves your customer, design a single program that sends value both ways, and set the cadence so it runs on a calendar.

Turn Leads Into Customers *Who Stay*

A fill-in workbook. The alert that texts you every new lead, the scripts to send inside 10 minutes, and the retention calendar that brings customers back on schedule.

AUTHOR

Daris Wilson

SERIES

HMYLB · Part 7

SITE

fromthefloorup.co

BUILD THIS · 30 MINUTES

The text message that converts leads.

One automation lifted lead to trial conversion at my gym 27 to 28%. A new lead landed in a spreadsheet, my phone buzzed with their name and number, and a human reached out inside 10 minutes. Build the same thing in four checks.

- ☐ **Catch every lead in one place.** Point every source below at a single spreadsheet, one row per lead.
- ☐ **Wire the trigger.** In Zapier, a new row or form entry starts the zap.
- ☐ **Wire the text.** Twilio, or any SMS step, sends the lead's name, mobile, and email straight to your phone.
- ☐ **Set the rule.** First touch inside 10 minutes, owned by one named person.

MY LEAD SOURCES, EVERY POLE IN THE WATER

- ☐ The first touch belongs to: _____

SEND THIS · INSIDE 10 MINUTES

Say something specific, fast.

Copy, swap the brackets, send. Every message ends with one next step, the front end offer you built in Part 1.

TEXT 1 · THE FIRST TOUCH

Hi [name], this is [you] at [business]. Got your [call / form / message], and I can get you [trial / estimate / consult] this week. I have [Thursday morning] or [Friday afternoon] open, pick what works.

TEXT 2 · THE 24-HOUR NUDGE

[Name], still holding [Thursday] for you if you want it. If the timing is off, tell me what week looks better and I will work around you.

TEXT 3 · DAY THREE, CLOSE THE LOOP

[Name], last one from me. If [the problem] is still on your list, my calendar is at [link]. Either way, thanks for reaching out to us.

Speed tracker

LEAD	CAME IN	FIRST TOUCH	BOOKED

SCHEDULE THIS · THREE TOUCHES

Retention runs on a calendar.

Your customer list is the cheapest channel you own. These three touches turn it into revenue on a schedule, so put real dates next to each one.

- ☐ **The post-job touch, inside 48 hours.** Thank you, review ask, and referral ask in one motion. Owner: _____
- ☐ **The seasonal touch.** The moment each year your customer naturally needs you again. Month: _____
- ☐ **The 90-day win-back.** A specific offer with an expiry, sent to anyone gone quiet. Next send: _____

TEXT · THE POST-JOB TOUCH

Thank you [name], we loved [working on the job / having you in]. Two quick things. If we earned it, a review here helps us more than you know: [link]. And if someone you know needs [service], introduce us and we will take great care of them.

MY SEASONAL MOMENT, AND WHAT I SEND WHEN IT LANDS

SEND THIS · 90 DAYS QUIET

The win-back that invites them home.

Pull everyone who has gone quiet for 90 days or more, start with the 20 most valuable, and send. The offer has to be specific and the expiry has to be real.

TEXT 1 • THE WIN-BACK

Hi **[name]**, it has been a while since **[last job / last visit]** and I would love to get you back on the calendar. This month I can do **[specific offer]**, good through **[date]**. Reply here and I will set it up.

TEXT 2 · IF NO REPLY, ONE WEEK LATER

No pressure **[name]**, the door is always open. I will check back in **[season]**, and if anything comes up before then you know where to find me.

Win-back tracker

[illegible]

COMMIT · THIS WEEK

Check your tier. Run the one move.

Pick the line that matches where you are, check the box when it is done.

☐ **Doer**

Wire the alert on page 2, then answer every lead inside 10 minutes for the next 7 days.

☐ **Manager**

Give the first touch one owner, run the speed tracker on page 3 for a week, and review it with your team on Friday.

☐ **Owner CEO**

Send the win-back on page 5 to your 20 most valuable quiet customers, then calendar the next round for October so it runs without you.

This playbook closes the series. All seven live at fromthefloorup.co/local. And if you want a second set of eyes on where your funnel leaks first, book 20 minutes at **book.fromthefloorup.co** and leave with the first fix.