



# Local Marketing Workbook

Your guide to getting more people to know  
about you, contact you, buy from you and  
refer their friends and family.

Completed for:

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# About this Workbook

Are you new to local advertising and marketing and not sure where to start? Or, are you frustrated with your previous efforts? Does it seem like you've done everything the experts have told you to do but didn't see the results? If this sounds like you, then read on. This workbook is for you.

But first, take a deep breath and forget what you've heard from your friends and experts. Your marketing challenges won't be solved with a new advertisement on Facebook or Yelp, a social media post, a new website or better Google SEO.

You will see results only when you consider the entire process customers go through to buy from you and see it from their perspective.

In this workbook, you will learn a different approach to your sales and marketing process. You won't be tempted to buy an advertisement without first thinking about all the steps it takes to be successful.

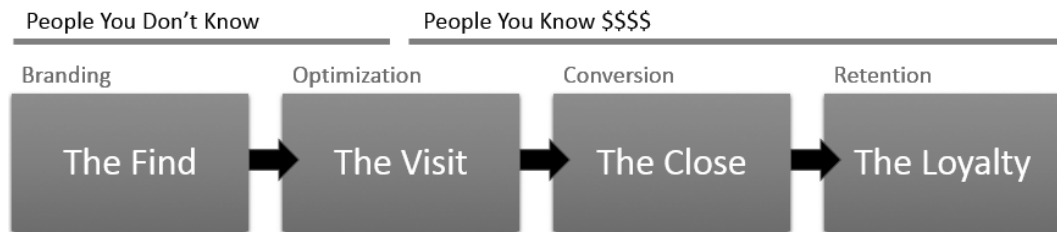
This workbook is designed to show you how to:

1. Get more customers to know about you.
2. Get more customers to contact you.
3. Get more customers to close.
4. Get more customers to repeat and refer.

Your answers to more customers and growth are just a few pages away. Don't stop now!



## A Look at the Entire Process



***“Customer flow is the secret to successful marketing.”***

Every day, customers you want are getting away simply because your business doesn't have “customer flow.” Customer flow is the series of steps people go through to do business with you. When you don't have flow, customers don't come, you don't close as many sales as you should and you don't know where your next month's sales are coming from.

We know good customer flow when we see it, even if we don't recognize its details. More importantly, as consumers we also know where it goes wrong. When we click a link that doesn't work or leave a message that isn't returned, we are seeing customer flow gone wrong. It is always easier to see broken customer flow when it happens to us than when we do it to our own customers.

To understand customer flow, look at the four steps you go through to buy a car:

1. Know the brand and dealer you want? If not, look at advertisements and research online to find one.
2. Visit a dealer and get assigned a sales person.
3. Take a test drive, get a “deal” and purchase.
4. Get regular reminders for service and information on new models.

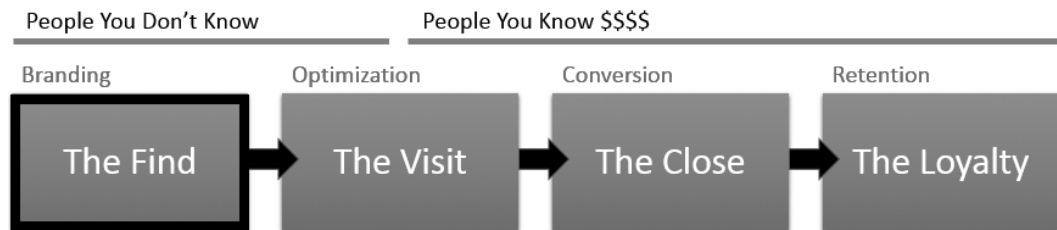
Or, you can break the four steps down as:

1. “The Find” – Finding out who to do business with.
2. “The Visit” – Contacting the business and showing interest.
3. “The Close” – The sales process.
4. “The Loyalty” – The follow-up after the sale.

These four steps are the ones that every customer goes through to purchase. The next few pages will walk you through each step and help you apply it to your business. Don't stop now! Keep reading to see how.



## "The Find"



***"Getting found means putting up lots of billboards."***

The good news is that potential customers are everywhere, but the bad news is that they are everywhere. Because customers are everywhere, there isn't a single advertisement or method you can use to reach most of them.

Below is a common list of places where you might find customers. Each of the items listed here might have dozens or even hundreds of possible options.

### Online Places

1. Google search
2. Google advertisement
3. A Groupon or online coupon
4. Local PR (article, event or classified)
5. Online banner advertisement
6. Social media post
7. Online directory
8. Forwarded email message
9. Shared social media post
10. A mention on a local blog or in blog comments

### Traditional Places

1. Word-of-mouth
2. Store front signage
3. Car wrap
4. Business card
5. Door hanger
6. Print advertisement
7. Post card mailing
8. Coupon pack
9. Radio or television advertisement
10. Yellow pages

## Reaching Prospects

The only strategy that really works is "all of the above". You want to get your business in front of customers in as many places as you have money and time.

Think of your advertisements, directory listings, articles, coupons, etc. like “billboards”. The more billboards you put up, the more likely a prospect is to “drive by” and see one. If they see more than one of your billboards then great! The good news is that many of the online billboards are free if you take the time to put them up.

There’s an old rule of marketing that says prospects need to see you at least seven times before they start to recognize you. Think of it like learning someone’s name at a party. Hear the name only once and you’ll probably forget. Hear it many times and you’ll be able to remember the name months later. Your billboards are your chance for people to remember your name.

### **EXERCISE #1 (see the back of this workbook for sample answers)**

Name two “billboards” you are using now to help customers find you:

1. \_\_\_\_\_
2. \_\_\_\_\_

### **Not All Prospects Are Created Equal**

Though prospects are very different, they can be grouped into three major categories:

1. People who don’t know you and don’t know they need what you sell.
2. People who know they need what you sell, but don’t know you.
3. People who know you and know what you sell.

Whether you are creating an advertisement, article or event, each audience responds to different messages. A consistent part of any outreach is a good headline that draws people into the rest of the information.

### **EXERCISE #2 (see the back of this workbook for sample answers)**

To reach those prospects who don’t know you and don’t know they need you, you need to engage their interest or curiosity. To do this, you’ll need headlines that get people interested in the **category** of products or services you sell.

Examples:

- Planning a picnic? Here's five tips to keep mosquitoes away
- Get your house summer fresh for less than \$100
- Three signs you might be married to a narcissist

Write three headlines for advertisements, articles or emails that would catch someone based on the category of your business:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**EXERCISE #3 (see the back of this workbook for sample answers)**

To reach prospects who know they need your product or service but aren't familiar with your company, you'll need to catch them while they are looking for a solution to their problem. To do this, you'll need headlines that specifically target people who know they need your products or services.

Examples:

- Affordable auto insurance for young drivers
- Remodel your kitchen with an A+ rated contractor
- Get results! Go with the top selling Realtor

Write 3 headlines that would catch people looking for your product or service:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**EXERCISE #4 (see the back of this workbook for sample answers)**

To reach prospects who know you and what you do, you'll need to consistently stay in front of them with information they find valuable and will likely forward to their friends and family. This content should rotate between a variety of sales, product and category insights.

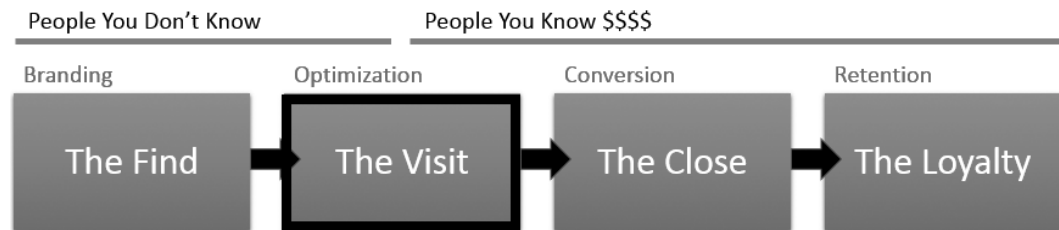
Examples:

- Four-bedroom gem, new on the market!
- What everyone will be wearing at this year's holiday parties.
- What Google's new search means for your business.

Write three headlines of emails that your customers might forward to their friends or family:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## “The Visit”



***“The visit turns people you don’t know into people you do.”***

For the local business, online marketing doesn’t usually mean online selling. Closing new business still involves contacting people directly or through phone and email. The best way to keep the customer flow going is to get your visitors’ contact information.

### Getting an Email Address

Many websites are simply brochures on the web with lots of information and pictures that tell what a company does. Though some people may like all of this information, most won’t spend the time to read it.

Good websites generate leads. To generate leads, websites need to ask visitors for their email addresses. Sometimes a simple “Contact Us” form is enough to generate leads, but more often than not, you’ll need to give visitors a reason to give you their email addresses.

One way to get an email address is to give visitors something they will value. Offering additional information, a coupon or an invitation for a free consultation are some ways of incentivizing visitors to provide their email addresses.

To maximize the number of leads, you need to keep the number of questions you ask visitors on a lead capture form to a minimum. The more questions you ask, the fewer visitors there are who are willing to fill out the form. Avoid the use of special questions that help prevent SPAM and other non-essential fields that may make it easier for you but more time-consuming potential customers.

**EXERCISE #5 (see the back of this workbook for sample answers)**

From your own experience, list two times you've left your email address on a website and what you received in return:

1. \_\_\_\_\_
2. \_\_\_\_\_

**EXERCISE #6 (see the back of this workbook for sample answers)**

List two things you could offer that would get people to contact you:

1. \_\_\_\_\_
2. \_\_\_\_\_

**Getting a Phone Call**

For some businesses, a phone call makes more sense than a lead capture form. When a phone call is the desired result, you'll need to ensure two things: 1) the call is answered and 2) the call is handled professionally.

One easy way to follow up on your business's phone calls is to implement phone call tracking and recording for your business. Some phone systems or services may provide this or you can implement tracking numbers to monitor calls from particular sources, such as your website or advertisements.

Tracking phone numbers can quickly show:

- How many phone calls a print advertisement generated.
- If the phone call was answered.
- If the phone call was handled professionally.
- If the answers given on the phone call were correct.
- If the customer was asked to schedule an appointment, visit or otherwise asked to close.
- Problems with your phone training or training follow-up.

**EXERCISE #7 (see the back of this workbook for sample answers)**

To determine if a tracking phone number would be applicable to your business, circle the questions below that apply to your business. Circled

answers indicate that you could benefit from one or more tracking phone numbers.

1. Do you run any print advertising?
2. Do you run online advertising that shows a phone number?
3. Do you want to know how many people called after seeing your website first?
4. Do other people in your office or store answer the phone besides you?
5. Have you ever received a complaint about the way a phone call was handled?
6. Have you ever gotten conflicting stories from an employee and a customer about the way a phone call was handled?

## **Measure Everything to Improve**

The number of visits you get is determined by the “strength” of the headline (or subject) and content of your advertisements, PR, social media posts and email messages.

During visits, the number of people you convert will be based on the strength of the incentive you offer and how easy you make it to contact you. If, for example, your advertisement points them to the front page of your website where visitors must click around on your site to contact you, you’ll get fewer leads than if the lead capture form is on the same page they go to when they click on one of your advertisements.

By measuring results and experimenting with your pages and calls-to-action, you can see what works best and capture a higher percentage of email inquiries and phone calls.

## **What is a Strong Call-to-Action?**

A strong call-to-action captures someone’s interest and gives them a reason to take the next step. Two similar headlines that vary dramatically in strength will produce very different results. Below are some examples of weak headlines and stronger versions:

- “Lamps on Sale” vs. “All Our Lamps 50% Off Today Only”
- “How to Remodel Your Kitchen” vs. “5 Easy Ways to Make Your Kitchen Seem Brand New”
- “New Home on 5<sup>th</sup> Street for Sale” vs. “You Won’t Believe This Bargain in Your Neighborhood!”

- “Get Whiter Teeth” vs. “How a Good Smile Makes You Seem 10 Years Younger”

Many digital-only news websites seem to be perfecting the strong headline. For examples, look at <http://www.buzzfeed.com> to see strong headlines in practice.

**EXERCISE #8 (see the back of this workbook for sample answers)**

*Complete the next two exercises if you have a storefront or office that customers visit.*

Your online presence is a continuation of your physical storefront and your storefront is a continuation of your online efforts. One should easily flow to the next. Your store should encourage visits to your online places and your online places should encourage visits to your store.

Just like a visitor to your website, a visitor to your store who you can't contact in the future is a lost opportunity. List two things you could do to incentivize customers to give you their email addresses when they visit:

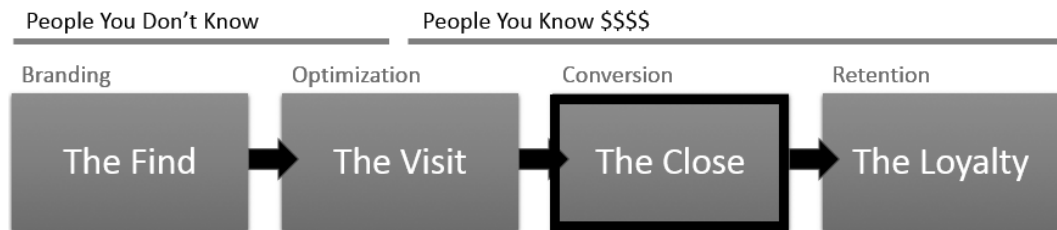
1. \_\_\_\_\_
2. \_\_\_\_\_

**EXERCISE #9 (see the back of this workbook for sample answers)**

The chances that a customer will remember your Facebook page or Twitter handle are slim after they leave your store. List two things you could hand a customer during their visit that would encourage them to connect with you on Facebook or Twitter:

1. \_\_\_\_\_
2. \_\_\_\_\_

## "The Close"



***"The close is where you get new business from customers who want to buy today or 6 months from now."***

Handling interested prospects, better known as leads, needs to be a TOP priority. New leads may be asking the same question to multiple businesses to see which one responds first.

Leads may come from new customers or existing customers. But leads can also come from employment inquiries, vendor inquiries or from many sources that aren't true sales opportunities. Leads should be manually reviewed, assigned or deleted. Good leads should be moved to your contacts database for future communication. Leads are like an inbox. Contacts are the gold that come from sifting through the leads.

Sometimes customers close quickly and sometimes they don't. Never give up on a lead. Even if they go somewhere else, they may return if they have an unsatisfactory experience or get bored with an existing provider.

It's obvious what to do with leads that want to close quickly, but it may not be so obvious what to do with those who may not act for months. This is where email and lead nurturing play such important roles. Consistent touch is important not only to get repeat business but also plays an important role in getting that first sale.

### **EXERCISE #10 (see the back of this workbook for sample answers)**

Circle the new leads that you would want to add to your contacts list for future emails:

1. A web inquiry about your company.
2. A web inquiry offering SEO for your website.

3. A web inquiry from someone you sell a similar but non-competitive product or service.
4. A web inquiry from an old high school friend.

### **Lead Nurturing – Taking Special Care of Your Newest Leads**

All of your qualified leads should end up in your contacts list so they'll receive your regular email messages. This mass email approach is a low-cost way to stay in front of everyone. But leads are different from other contacts in the sense that they are your freshest contacts and may need some special attention. The process you'll need to handle this problem is called lead nurturing.

Lead nurturing is the ability to create an automated series of email messages that start based on an individual lead's or contact's schedule. For example, say someone inquires about a product or service you sell. An automated lead nurturing process might send an email message every few days featuring a new benefit of doing business with you or a case study of another happy customer. And because the emails are automated, they always go out whether you're taking the day off or not.

A well-crafted lead nurturing process can include a combination of text messages, downloadable information and even surveys to assess a lead's needs or previous experiences. Lead nurturing isn't limited to just new leads. Lead nurturing can also be used for previous contacts to drive additional sales opportunities. As mentioned earlier, it can take seven or more impressions to get someone to do business with you. Lead nurturing can really help you reach this goal in a time-efficient way.

<b>EXERCISE #11 (see the back of this workbook for sample answers)</b>
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Assume you get a new web inquiry about your product or service. Write the subjects of three emails that you would want to send them several days apart that may encourage them to buy from you:

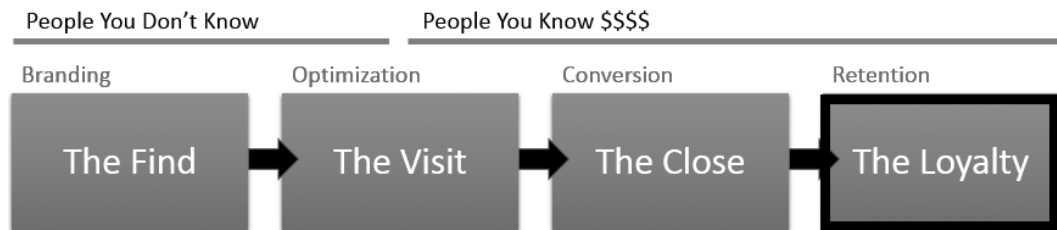
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **Contact Scoring – Looking for Interested Customers**

When you see a car ad and then call a dealer, the sales person doesn't know that you were looking at an ad — he or she is just glad you called. Online, you can know when your customers are reading your information through a process known as "scoring". To determine a contact's score, it is possible to monitor when a contact opens an email, clicks a link in an email or submits a web inquiry. Each of these steps boosts their score and tells you that it may be a good lead to follow up.



# "The Loyalty"



***"Loyalty is when you provide information customers want in return for repeat business and referrals."***

The goal of any business is to have loyal customers, but loyalty is a two-way street. If you want customers to be loyal, you need to be loyal to them. One of the biggest problems with online marketing is that sending email is cheap. When a vendor needs revenue, a quick email blast seemingly fixes the problem. But this isn't loyalty, it's just email. Loyalty is a strategy that seeks to help customers with their problems and build better relationships.

Loyalty is about value and relevance. If your emails are adding value and are relevant to a person's interest, people will continue to want to hear more. Email that is not helpful or relevant quickly gets an "unsubscribe."

## **EXERCISE #12 (see the back of this workbook for sample answers)**

You are a recipient of unhelpful or irrelevant email all the time. List two email lists you've recently unsubscribed from and why you chose to unsubscribe:

1. \_\_\_\_\_
2. \_\_\_\_\_

## **EXERCISE #13 (see the back of this workbook for sample answers)**

Good emails can also make good articles for local PR. Circle the subjects of the following emails that would make good articles:

1. Fall clearance - all water heaters half off!

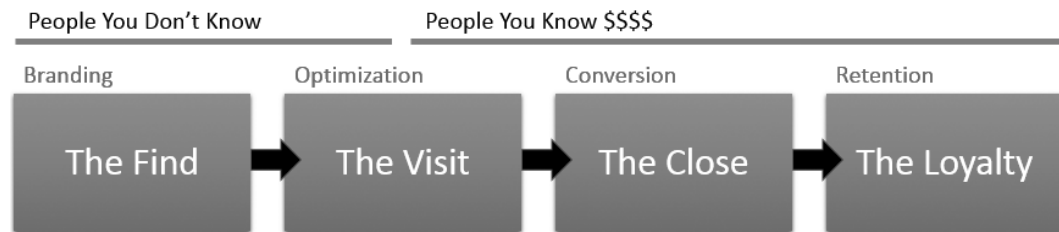
2. 5 ways to get an extra 5 years out of your water heater.
3. Save 10% on a new water heater!
4. Why the wrong water heater costs you more than it costs to install.
5. Join our VIP club to save 10% of your next water heater.

### **If Writing is Hard for You, Then Quit Making it Hard**

Too many times people get stuck trying to write a novel when the typical reader barely reads more than a sentence. Articles, events, bulletins, social media posts, emails and more don't need a literary degree, they just need to be useful and to the point. BubbleLife has a great resource on "How to write an article in seven sentences" which you can read here: <http://bubly.us/2dIS>.

Because reader time is so limited, the subject of your post is actually going to be much more important than the actual content.

## Putting Customer Flow All Together



***"Don't buy an advertisement – buy a process."***

Customer flow should be a part of everything you do. Don't launch an advertisement on Facebook, Yelp or BubbleLife until you know where the customer is going to go after they click and how you plan to follow-up immediately and continually over the next year.

### **EXERCISE #14 (see the back of this workbook for sample answers)**

To make sure you have good customer flow, you should complete the following list of questions before you buy a new advertisement, hire an SEO expert or do anything that attempts to gain new customers:

1. Potential customers find my business billboard here ("The Find"):

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2. Where I try to reach people with this headline:

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3. When they click on the billboard they go here:

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4. Where they can contact me in this number of clicks ("The Visit"):

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5. To incentivize customers to contact me, I offer them:

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6. When they contact me, the lead goes here ("The Close"):

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7. Where the lead is followed-up by:

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8. Then, the lead is added to my email contact list which is stored here:

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9. Where I follow-up with emails at least every ("The Loyalty"):

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10. To add value to my emails and encourage sharing, I often discuss:

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### **Make Sure One Step Leads to the Next**

As you start looking at marketing as a process and putting your customer flow together, you'll need to make sure each step works well and also that each step flows easily into the next. For example:

1. If someone clicks on one of your online advertisements, is your website up and operational?
2. If someone clicks on one of your online advertisements, do they "land" in an area that provides information that is relevant to the ad?
3. If a website visitor fills in a contact form, is there a consistent process that makes sure the visitor is followed-up on in a timely manner?
4. Are you consistently using your contact list to create repeat customers and referral business?
5. Can you do anything to improve the number of people who click on one of your advertisements?
6. Can you do anything to improve the number of people who submit an online inquiry or call you on the phone?
7. Do you follow-up after a sale to make sure they are satisfied with their purchase?

Customer flow is relatively easy to get right, but it is also easy to break. Anything you can do to monitor your customer flow and ensure its ease is essential to making sure it works night and day.

## **Using BubbleLife Connect to Get Customer Flow**

Customer flow is based on good, old-fashioned common sense. Making it easier to find you, easier to contact you and easier to remember you makes it easier for customers to do business with you.

But putting all of these steps together can be quite time consuming and requires working with lots of different pieces such as Facebook and your website, which don't always work together. That's where BubbleLife Connect comes in.

BubbleLife Connect is an all-in-one solution that is designed from the ground up to support good customer flow for local businesses. And because BubbleLife Connect is linked to Bubblelife.com's local news sites, it provides access to new clients through built-in advertising and PR capabilities.

For each step in the process, BubbleLife Connect provides tools and reporting to help you make the best use of each step.

### **"The Find"**

BubbleLife Connect is a great online "billboard" generator. It helps your business get found online by providing:

1. Advertising to reach your local audience
2. Posting of PR articles provided alongside local news
3. Posting of calendar events to the community calendar
4. Business directory listing in the community business directory
5. Listings, articles and events with best practices for Google SEO
6. Automated distribution to your social media
7. Email to your current customers
8. Testing that lets you compare different headlines and results

When used together, these features make your business top-of-mind in your community.

## **“The Visit”**

BubbleLife Connect supports you during the next phase of the customer flow by providing:

1. Email list sign-up forms
2. Lead capture forms
3. Integration with existing website lead capture forms
4. Special purpose landing pages
5. Website analysis to improve the front page of your existing website
6. Website monitoring to verify website uptime
7. Phone call tracking and recording
8. Email alerts of new leads
9. Mobile website to make it easier for visitors to see your information on smartphones

New leads are kept in a leads database where, just like an inbox, they can be tracked, assigned and followed up.

For restaurants and retail establishments, BubbleLife Connect provides a unique feature that makes it easy to capture customers through text messaging to generate instant mobile coupons. These coupons are followed the next day with a mobile survey that provides an opportunity to capture the email address as well. This two-step process generates a strong text messaging list as well as more email contacts.

## **“The Close”**

BubbleLife Connect is designed to help you close new customers by providing:

1. Lead and contact lists
2. Lead status and assignment
3. Task assignments and follow-ups
4. Lead nurturing through custom multi-step emails
5. Lead scoring based on email opens, links clicked and inquiries submitted
6. Email alerts of overdue tasks and customer assignments

These features work together to make it easier for you and your staff to make sure follow-up is timely and organized.

## **“The Loyalty”**

When it comes to staying in touch with your customers, nothing is much simpler than BubbleLife Connect’s integrated email, text messaging and social media capabilities. It is a powerful but simple-to-use solution, providing:

1. Simple email creation
2. Custom templates for different needs
3. Contact interests for emails to select groups
4. Automated posting to social media services
5. Compliance with CAN-SPAM rules concerning the sending of email
6. Integrated tracking of clicks and interests

An easy import process makes it simple to copy your contacts from other systems or input them from daily activities.

## **“The Management”**

One step that isn’t part of the process from a customer’s perspective but is definitely part of it from an owner’s is the management step. This part of the flow puts you in charge and helps you make decisions on where improvements can be made. BubbleLife Connect keeps you informed by providing:

1. Drill down “Insights” reporting to show how each step is performing
2. Weekly email summary reports
3. Comprehensive sales and marketing calendar of activities
4. Comprehensive reporting of online advertising
5. Integrated Google Analytics and Adwords reporting
6. Integrated reporting of social media reach and follower growth
7. Notification of new Yelp reviews
8. Link tracking to measure performance of headlines and customer interests
9. Measurement of article readership and customer interest
10. Tracking of external advertising and content

Because BubbleLife Connect has an all-in-one approach, all of your reporting from BubbleLife, Facebook, Google and more is consolidated in one place, making it much simpler to see the complete picture.

## Next Steps

Hopefully this workbook has helped you understand that marketing is a process and good customer flow is vital to your business.

BubbleLife Connect gives you an all-in-one solution to bring all of your steps together in one place that is easy to manage and monitor.

The free version of BubbleLife Connect gives you everything you need to streamline your customer flow. And, the paid version gives you the additional outbound tools to take your business to the next level.

When you're ready to grow, contact us – we're here to help!

BubbleLife Media  
[sales@bubblelife.com](mailto:sales@bubblelife.com)  
214.233.0740

# **SAMPLE ANSWER KEY**

The following answers should be viewed as suggestions. There aren't really any right or wrong answers, just some that generate better results.

## **EXERCISE #1**

Typical billboards used to find your business:

1. Social media posts (Facebook, Twitter and LinkedIn).
2. Email to customers.
3. Advertisements on local websites or in local print publications.
4. Google search result.

## **EXERCISE #2**

Headlines that might engage interest or curiosity:

1. New study reveals five health hazards from stress (furniture, massage)
2. How the weekend changes your life (vacation, seminar)
3. Five toddler tricks every parent should know (camps, schools, retails)

## **EXERCISE #3**

Headlines that might catch people looking:

1. 5 ways to sell your home in 5 days (real estate)
2. 5 mistakes parents make with teenage drivers (insurance)
3. 5 ways to make your home seem new for under \$20 (retail)

## **EXERCISE #4**

Headlines that get forwarded:

1. Signs your son or daughter has a reading disorder
2. A veteran's inspirational struggle
3. 10 pictures you must see of local kids doing crazy things

### EXERCISE #5

Websites that invite you to leave your email address:

1. <http://www.crateandbarrel.com> (popup form on first visit)
2. <http://www.apple.com/itunes/download/> (optional email)
3. <http://www.neighborhoodbrands.com> (landing page)

### EXERCISE #6

Offers to generate an email address or phone call:

1. Free quote or consultation
2. Detailed brochure or catalog
3. Free whitepaper on product or service
4. Free eBook
5. Coupon for 20% off first visit, free appetizer or similar
6. Appointment request
7. Rate or price request
8. Complete portfolio download

### EXERCISE #7

Tracking phone numbers are more useful the more circled answers you have. As a general rule, if you don't have a good phone training for employees and don't regularly overhear incoming phone conversations, then phone tracking should be an essential part of office management.

### EXERCISE #8

Things you could do to generate email addresses in your store or office:

1. Provide a visitor's log
2. Offer a free gift or coupon for signing up
3. Offer a mobile coupon through text messaging
4. Require an email address on the receipt

### EXERCISE #9

Things you could do to get social media followers after a store visit:

1. Print instructions on their receipt

2. Provide a "Connect with us" card along with their receipt
3. Take a picture of the customer or their purchase and invite them to see it on your social media account
4. Take event pictures and post on your social media accounts
5. Follow them on their social media accounts

#### **EXERCISE #10**

One and three are the correct answers. Your contact list should not only your direct customers but also those people who influence or know your potential customers.

#### **EXERCISE #11**

Three emails that might be sent several days apart:

1. Thanks your inquiry, here's your information (sent immediately)
2. Don't take our word, here's a testimonial (sent next day)
3. One more thing, here's a unique approach (sent two days later)

While it may be tempted to put every piece of information in one long email, the chances of an email being read decrease with its length.

Break your messages up in several emails to give them the best change to be seen and read. Also, use multiple emails to continue to build your name identification and branding with your potential customer.

#### **EXERCISE #12**

Many things can get the "unsubscribe" from a customer. Here are some common mistakes:

1. Too little time between emails (regret getting on the list).
2. Emails that continue to say the same thing (boring).
3. Too much time between emails (forget how you got on the list).
4. Emails that look amateurish (but the website looks good?).

Unsubscribes are common. People change their mind, make another decision or just simply want less email. What you need to pay attention to is how many unsubscribes you are getting and if the trend is normal or because of some changes you've made.

### **EXERCISE #13**

Good email also makes good PR. A well written and helpful article may also be interesting to people even if they are not your customer. When an article has this appeal it can be reused in your PR efforts and is more likely to be forwarded to friends and family.

### **EXERCISE #14**

Here's a typical flow from one step to the next:

1. My business has a billboard on Google's search results that people see when they search for me.
2. Here customers get a brief description of my business that headlines how I deliver the best results for customers in the neighborhood.
3. When they click on the link, they are taken to the home page of my website.
4. On my website's home page, people can contact me in only 1 click because the lead capture box is on the front page.
5. I incentivize people to contact me because I offer them a free booklet that describes what to look for before buying my service from anyone.
6. When they contact me, leads are sent to the BubbleLife Connect leads database and we get an email alert.
7. Our receptionist is in charge of immediately following up with new leads. Phone calls are recorded so that I can make sure I don't have any problems with employee training.
8. Good leads are stored in the BubbleLife Connect contacts email list.
9. We send emails every month to our contacts list.
10. Each email gives them a tip on how to use our service better and asks them to forward the email to their friends and family.