

Executive Summary: GHL Sales Outreach Campaign

Project Overview

This comprehensive sales outreach package provides everything needed to approach four high-value businesses with customized GHL service offerings. Each business has been thoroughly researched, analyzed, and matched with appropriate service packages based on their specific needs and revenue potential.

Target Businesses Summary

1. Just Right Electric LLC

- **Revenue Potential:** 3,000—7,500 monthly additional revenue
- **Package:** Professional (\$997/month)
- **ROI:** 200-650% monthly return
- **Best Contact:** Website form (owner name TBD)
- **Key Selling Point:** One \$1,500 electrical job pays for the entire system

2. Sublime Exteriors

- **Revenue Potential:** 4,000—12,500 monthly additional revenue
- **Package:** Professional (\$997/month)
- **ROI:** 300-1,150% monthly return
- **Best Contact:** Ryan Replogle via phone or website form
- **Key Selling Point:** One \$10,000 roofing job every 2 months pays for the system

3. CR Roofing and Exteriors

- **Revenue Potential:** 8,000—33,000 monthly additional revenue
- **Package:** Enterprise (\$1,997/month)
- **ROI:** 300-1,550% monthly return
- **Best Contact:** Chris Robinson via email (Chris@crexteriors.com) or phone/text
- **Key Selling Point:** One \$25,000 commercial job every 3 months pays for the system

4. The Law Offices of Evan A.T. Hoffman

- **Revenue Potential:** 5,000—15,000 monthly additional revenue
- **Package:** Professional (\$997/month)
- **ROI:** 400-1,400% monthly return
- **Best Contact:** Evan Hoffman via email (ehoffman@eathlaw.com) or phone
- **Key Selling Point:** Two \$3,000 estate planning clients monthly pays for the system

Total Revenue Potential

Conservative Monthly Estimates:

- Combined additional revenue: 20,000—68,000 monthly
- Combined service costs: \$5,988 monthly
- Net profit potential: 14,012—62,012 monthly
- Overall ROI: 234-1,035% monthly return

Recommended Outreach Strategy

Phase 1: Initial Contact (Week 1)

1. **CR Roofing (Highest Value):** Email Chris Robinson directly

2. **Law Offices:** Email Evan Hoffman directly
3. **Sublime Exteriors:** Call Ryan Replogle
4. **Just Right Electric:** Submit website contact form

Phase 2: Follow-Up (Week 2)

- Text/social media outreach for non-responders
- Phone follow-up for email contacts
- Alternative contact methods for website form submissions

Phase 3: Value-Add Follow-Up (Week 3)

- Send case studies and additional ROI calculations
- Offer free consultations or system demos
- Provide industry-specific automation examples

Phase 4: Final Attempt (Week 4)

- Last contact attempt with alternative offers
- Move non-responders to long-term nurture sequence

Key Success Factors

1. Industry-Specific Messaging

Each pitch demonstrates deep understanding of industry challenges:

- **Electrical:** Emergency services, seasonal work, mobile optimization
- **Roofing:** Weather events, insurance claims, high-ticket sales
- **Commercial Roofing:** Complex projects, multi-location growth, enterprise needs

- **Legal:** Trust-building, referral generation, client education

2. Concrete ROI Demonstrations

Every pitch includes specific dollar amounts and break-even calculations that make the value proposition immediately clear.

3. Risk Reversal

All pitches include 60-day guarantees to reduce perceived risk and demonstrate confidence in results.

4. Multiple Contact Channels

Comprehensive contact information allows for multi-channel outreach approach to maximize response rates.

Expected Outcomes

Conservative Projections (60-day period):

- **Response Rate:** 50-75% (2-3 businesses respond)
- **Demo Conversion:** 60-80% (1-2 demos scheduled)
- **Close Rate:** 40-60% (1 client acquired)
- **Revenue Impact:** 997—1,997 monthly recurring revenue

Optimistic Projections (90-day period):

- **Response Rate:** 75-100% (3-4 businesses respond)
- **Demo Conversion:** 80-100% (3-4 demos scheduled)
- **Close Rate:** 60-75% (2-3 clients acquired)
- **Revenue Impact:** 2,991—4,988 monthly recurring revenue

Implementation Checklist

Immediate Actions:

- ☐ Review all contact information for accuracy
- ☐ Customize email signatures and contact information in pitches
- ☐ Set up tracking system for outreach activities
- ☐ Prepare demo materials and case studies
- ☐ Schedule initial outreach activities

Week 1 Execution:

- ☐ Send email to Chris@crexteriors.com (CR Roofing)
- ☐ Send email to ehoffman@eathlaw.com (Law Offices)
- ☐ Call Ryan Replogle at Sublime Exteriors
- ☐ Submit contact form for Just Right Electric
- ☐ Log all activities and responses

Follow-Up Schedule:

- ☐ Day 3: Check for email responses
- ☐ Day 5: Follow up with non-responders via alternative channels
- ☐ Day 7: Phone follow-up for email contacts
- ☐ Day 10: Social media/text outreach
- ☐ Day 14: Value-add follow-up with case studies
- ☐ Day 21: Final attempt with alternative offers

Files Included in This Package

1. **business_analysis.md** - Detailed analysis of each business and their needs
2. **contact_information.md** - Comprehensive contact database
3. **service_matching_analysis.md** - Service recommendations and ROI calculations
4. **sales_pitches.md** - Complete pitches for all channels and businesses
5. **master_contact_spreadsheet.csv** - Organized contact data for easy reference
6. **executive_summary.md** - This summary document

Success Metrics to Track

Response Metrics:

- Initial response rate by business and channel
- Time to first response
- Quality of responses (interest level)

Conversion Metrics:

- Demo scheduling rate
- Demo attendance rate
- Demo-to-proposal conversion
- Proposal-to-close conversion

Revenue Metrics:

- Monthly recurring revenue acquired
- Average deal size
- Customer lifetime value
- ROI on outreach investment

Next Steps

1. **Review Materials:** Thoroughly review all pitches and contact information
2. **Customize Content:** Add your specific contact information and company details
3. **Prepare Systems:** Set up CRM or tracking system for outreach activities
4. **Execute Outreach:** Begin with highest-value prospects (CR Roofing and Law Offices)
5. **Track Results:** Monitor all activities and responses for optimization
6. **Iterate and Improve:** Refine messaging based on initial responses

This comprehensive package provides everything needed to successfully approach these four high-value prospects with compelling, customized offers that demonstrate clear ROI and address their specific business challenges.