

# 30-day Game Plan:

## "The Project Pipeline AI"

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### SECTION 1: OFFER STRATEGY

#### A. The Free Lead Magnet (BFV)

**Product:** Base, uncusomized chatbot for WhatsApp.

**Positioning:** Focus on the problem the base bot solves immediately, and the problem it creates that only your paid offer can fix.

Component	Zappies-AI Application (The Free Bot)	Hormozi Principle
Dream Outcome	Instant 24/7 coverage for basic FAQ in a single channel (WhatsApp).	The "first win" to prove the concept works.
Perceived Barrier	"It will take too long to set up," or "I don't know what to put in it."	The free bot <i>resolves</i> setup time by being pre-built.
Scarcity/Urgency	N/A	Focus on the speed of implementation.
CTA	"Get Your Free 24/7 WhatsApp AI Assistant in Under 5 Minutes."	Should be a Big, Fast Value (BFV) giveaway.

## **B. The New Offer (Your R90,000 Package):**

- **Offer Name Formula:** Dream Outcome + Timeframe + Level of Effort
- **Offer Name:** “The Project Pipeline AI”

Grand Slam Component	Zappies-AI Application (The Paid Bot)
Price/Value Equation	<b>Increase Value:</b> <ul style="list-style-type: none"><li>● System Stretched over whatsapp, voice calls and SMS</li><li>● Setup + Customization</li><li>● Live Dashboard</li><li>● Calendar Integration</li><li>● Human Handover</li><li>● System Updates[notifications]</li></ul>
Scarcity	<b>Limited Capacity for White-Glove Onboarding:</b> <ul style="list-style-type: none"><li>● 5 Fully Custom Systems</li><li>● 2 slots taken and 1 pending</li></ul>
Urgency	<b>Launch Bonus:</b> N/A
Risk Reversal (Guarantee)	<b>Performance-Based Guarantee:</b> <ul style="list-style-type: none"><li>● 50% Upfront</li><li>● 50% when you make money using our system - so that it pays for itself</li></ul>

## **SECTION 2: THE AI's JOB**

### **2. The Killer Qualifying Questions (The AI's Job):**

Your AI won't just say hello. It will be a firm but polite gatekeeper. It will ask the questions the renovator is often too polite to ask upfront:

- "To help me understand the project, could you share the address of the property?"
- "What is your approximate budget for this renovation? (e.g., R500k-R1M, R1M-R2M, R2M+)"
- "What is your ideal start date?"
- "Have you already had architectural plans drawn up?"
- "Are you the legal owner of the property?"

Based on these answers, the AI will either book a consultation directly into the renovator's calendar (for high-quality leads) or politely inform the unqualified lead that they aren't a good fit at this time, perhaps offering them a PDF guide on "How to Budget for a Renovation."

## **SECTION 3: LEAD GENERATION**

### **Strategy 1: Digital Reconnaissance (The Sniper Approach)**

- **Google Maps Intel:**
  - search: "luxury kitchen renovations Constantia," "best home builders Bishopscourt," "high-end renovations Fresnaye."
  - Top 5-10 results are your prime targets.
    - They are either paying for ads or have invested heavily in their SEO. They are already sold on the importance of digital marketing.
  - Scrutinize their websites.
    - Do they look professional?
    - Do they showcase multi-million Rand projects?
    - Add their director's name and contact details to your hit list.
  
- **The Instagram Hunt:**
  - Search hashtags: #capetownrenovation, #capetowndesigner, #capetownarchitect, #luxuryhomescapetown.
  - Look for polished, professional photos of completed projects:
    - tag the architect,
    - the interior designer,
    - and the construction/renovation company.
  - You've just found your target.
    - Go to their profile, vet their work,
    - find their website,
    - and add them to the list.

This method has the added benefit of pre-qualifying their work as high-end.

## **Strategy 2: The Ecosystem Play (The Kingmaker Approach)**

Target the Contractors using the builders / businesses.

- **Target the Gatekeepers:**
  1. 20-30 boutique architectural firms and
  2. interior design studios in Cape Town

Think firms you see featured in *Visi* or *House and Leisure*.

- **The Pitch to the Architect/Designer:**
- Offer them a tool to make their preferred partners better:

*"Hi [Architect's Name],  
My name is [Your Name]. I build AI systems that help high-end renovators manage lead flow and pre-qualify clients, ensuring they can focus on delivering the world-class quality your designs demand. The biggest bottleneck in any project is the start, and I help make that seamless.*

*I'm looking to partner with the best in the business. In your opinion, who are the most reliable, top-quality renovators you trust to execute your vision here in Cape Town?"*

- **The Result:** This approach does two things:
  1. You get a pre-vetted, golden list of the best renovators from a trusted source.
  2. You can then approach the renovator with the ultimate intro:

*"I was speaking with [Top Architect's Name], and he mentioned you are one of the few builders he trusts with his projects..."*

You are no longer a cold caller; you are a peer.

## Strategy 3: The Digital Honey Pot (The Inbound Approach)

**Core Principle:** Leverage both personal profiles (P1 & P2) and the Zappies-AI Business Page (BP) to maximize reach, build comprehensive brand authority, and turn LinkedIn into a high-quality inbound lead magnet.

### 3.1 Dual-Profile Optimization (The Landing Pages)

Both personal profiles (P1 and P2) and the Business Page (BP) must be optimized identically to present a unified brand front, reinforcing the core value proposition across the entire Zappies-AI team.

Profile	Role in Strategy	Actionable Optimization Plan
<b>P1 &amp; P2</b> (Personal Profiles)	<b>The Authority &amp; Connection Tools.</b> These profiles handle direct relationship building.	1. <b>Headline:</b> Identical optimized headline is used on both profiles. 2. <b>About Section:</b> Identical problem/solution narratives. 3. <b>Experience:</b> Both list their current role as linked to the <b>Zappies-AI Business Page</b> . 4. <b>Goal:</b> Double the connection capacity and network visibility.
<b>Zappies-AI BP</b> (Business Page)	<b>The Credibility Hub.</b> Centralizes content and validates the brand.	1. <b>Completed Setup:</b> Must have the optimized Cover Image, Tagline, and About Section. 2. <b>Content Source:</b> Serves as the official archive and shares content posted by P1 & P2. 3. <b>Goal:</b> Receive official inquiries via the 'Message' button and act as a professional landing page for prospects researching the brand.

## 3.2 Authority Content Distribution

Content is created once (per the four Pillars) but is distributed three times to maximize audience penetration.

Content Activity	Account Responsible	Timing & Specific Protocol
<b>Content Posting</b> (Creation)	<b>P1 or P2</b> (Assigned)	Content is authored and published first by <b>one</b> of the personal profiles (e.g., P1 posts on Monday, P2 posts on Wednesday).
<b>Reach Amplification</b>	<b>P1 &amp; P2</b> (Unassigned)	The profile that <i>did not</i> originally post the content (e.g., P2 on Monday) must <b>immediately engage</b> with the post (Like, Comment, and Share). This pushes the content out to the second profile's network.
<b>Brand Validation</b>	<b>Zappies-AI BP</b>	Within one hour of the original personal post, the <b>Business Page must Share</b> the post. This validates the authority content under the official brand, ensuring people searching the company see the expertise.

### 3.3 Network Expansion and Inbound Protocol

Action	Account Responsible	Specific Execution Detail
<b>Targeted Connection</b>	<b>P1 &amp; P2</b>	Each profile must actively send connection requests to a distinct segment of the target audience (Principals/Directors). <b>Example:</b> P1 focuses on Architectural Firms in [Region A]; P2 focuses on Renovation Companies in [Region B]. <b>Protocol:</b> No pitch in the connection note.
<b>Inbound Lead Capture</b>	<b>Zappies-AI BP</b>	All prospects who initiate contact via the BP's 'Message' button are immediately triaged. <b>Protocol:</b> A designated team member (P1 or P2) is responsible for monitoring and responding within 2 hours.
<b>Handoff (Personal Profile Lead)</b>	<b>P1 or P2</b>	If a prospect responds to a post or message on a personal profile, the profile owner manages the conversation. <b>Protocol:</b> If the lead is complex or requires a direct sales conversation, the lead is immediately documented and shared on a central CRM/spreadsheet to ensure the other profile doesn't duplicate outreach.



### 3.4 Outbound Connecting & Pitch

**Goal:** Direct, highly personalized outreach to a small list of pre-qualified, high-value firms, utilizing a disciplined, multi-stage protocol to **initiate a high-value sales conversation and land a new client**. This strategy focuses on calculated conversion, not general networking.

**Target:** The 10 specific, high-value firms identified during **Strategy 1: Digital Reconnaissance**.

#### 3.4.1 Target Assignment and Ownership

The initial list of 10 high-value targets is split for dedicated, focused ownership, eliminating duplicated effort and ensuring clear accountability for client acquisition efforts.

Target Breakdown	Account Responsible	Key Target Contact
<b>Group A: Primary Targets</b> (5 firms)	<b>P1</b>	Principal/CEO (The Decision Maker)
<b>Group B: Secondary Targets</b> (5 firms)	<b>P2</b>	Principal/CEO (The Decision Maker)

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### 3.4.2 Multi-Stage Execution Protocol

All contact is executed from the dedicated personal profile (P1 or P2) assigned to the firm. **Every stage is a deliberate step toward earning the right to pitch a solution.**

Stage	Account	Specific Protocol & Conversion Focus
<b>Stage 1: Connection</b>	<b>P1 or P2</b>	<b>Action:</b> Send a personalized connection request to the <b>Principal/CEO</b> . <b>Protocol:</b> The goal is solely to get the target to accept, moving them into your personal content ecosystem (Strategy 3). <b>Message Note (Template - Use 1):</b> (Focus on their work/scale, not your product) <b>A.</b> "Hi [Name], been following your incredible work on the [Project Name] build. The attention to detail is remarkable. I'd be valuable to connect with you here." <b>B.</b> "Hi [Name], your firm's growth this year is impressive. I help principals optimize the lead-intake that supports that scale. Would be keen to connect."
<b>Stage 2: Authority Warm-up</b>	<b>P1 &amp; P2</b>	<b>Action: NO PITCH. WAIT 7 DAYS.</b> <b>Protocol:</b> This is a mandatory cooling-off period where the target is exposed to the authority content (Strategy 3). The content validates your expertise and makes the eventual pitch (Stage 3) far more credible and effective.
<b>Stage 3: The Pitch Message</b>	<b>P1 or P2</b>	<b>Action:</b> Send the first personalized, high-value pitch message. <b>Focus:</b> Sell the solution to <i>their</i> specific business pain, referencing the observed issues from Strategy 1. <b>Protocol:</b> Use a low-friction Call-to-Action (Loom video/summary, NOT a meeting) to maximize the response rate. <b>Message Content (Template - Use 1): A. (Guaranteed Qualification):</b> "Hi [Name], our work at Zappies-AI is centered on <b>guaranteeing every high-value inquiry gets qualified and actioned instantly</b> . Would you be open to a 3-minute, no-obligation Loom video? It outlines the two biggest lead-intake risks for firms like yours and shows how we plug them." <b>B. (Time-Waste Angle):</b> "Hi [Name], your team is likely spending <b>10+ hours a week</b> filtering low-fit leads. We fix this by automating the pre-qualification entirely. If I sent you a quick, tailored

		60-second summary of how we guarantee a minimum of 80% pre-qualified lead flow, is that something you'd briefly review?"
<b>Stage 4: Internal Expansion</b>	<b>P1 or P2</b>	<p><b>Action:</b> Connect with a secondary contact (e.g., Director of Operations or BD Manager). <b>Focus:</b> Penetrate the organization to find the user/champion of the solution.</p> <p><b>Protocol:</b> Leverage the acceptance of the Principal/CEO as internal social proof. <b>Message Note (Template):</b> "Hi [Name], I recently connected with [Principal/CEO Name] regarding the firm's strategy for handling high-volume, high-value leads. Given your role in <b>[mention their department focus, e.g., operations/business development]</b>, I believe you'd find our approach to automated lead pre-qualification highly relevant. Would you mind connecting?"</p>

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### 3.4.3 Documentation and Handoff

- All communication and progress for the 10 Sniper Targets must be meticulously logged in the central CRM/Tracking Sheet.
  - A clear handoff protocol must be established for when one profile needs the other's expertise, ensuring seamless transition and preventing duplicated or contradictory outreach.
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#### Your Action Plan for Today:

1. **Block 2 Hours:** Use Google Maps Recon. Your goal is a list of 20 renovators.
2. **Block 1 Hour:** Use The Instagram Hunt. Your goal is another 10 renovators.
3. **Block 1 Hour:** Use The Ecosystem Play. Your goal is a list of 15 target architects/designers.

## **SECTION 4: OUTREACH FRAMEWORK**

### **Day 1: The Opener**

Your goal is to make a strong, personalized first impression across two channels.

#### **Template 1.1: Personalized Email**

This is your primary tool for initiating contact. It must be personalized to show you've done your research.

**Subject:** Question about your project in [Suburb]

**Body:** Hi [Director's Name],

I saw the photos of your recent renovation in [Suburb]—the craftsmanship is exceptional.

My name is [Your Name], and I specialize in helping elite renovators like you ensure that every single inquiry for a multi-million Rand project is captured and qualified instantly.

Are you confident you're not missing out on high-budget clients who visit your site late at night?

Is it worth a 15-minute chat to discuss how AI can fill your pipeline with more qualified, high-budget projects this month?

Cheers, [Your Name]

#### **Template 1.2: LinkedIn Connection Request Note**

This is a soft touchpoint to establish a professional connection. **Do not pitch here.** The goal is to be a peer, not a salesperson.

**Note:** Hi [Director's Name], your work on the [Suburb] project is impressive. I'm also in the high-end property tech space here in Cape Town and would like to connect.

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### **Day 3: The Follow-Up**

This touchpoint uses a more direct and personal channel, which is highly effective in the South African market.

#### **Template 2.1: WhatsApp Follow-Up Message**

This message is concise and serves as a direct reminder of your email, pushing for a response.

**Message:** Hi [Director's Name], [Your Name] here. Just sent you a quick email regarding your recent project. Let me know if a brief chat this week is possible.

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### **Day 5: The Bump**

If you haven't received a reply, this email brings your original message back to the top of their inbox. **Reply directly to your first email** to keep the context in a single thread.

#### **Template 3.1: Second Email Follow-Up**

This email is short, re-states the core value, and asks for a direct response.

**Subject:** Re: Question about your project in [Suburb]

**Body:** Hi [Director's Name],

Just wanted to make sure this didn't get buried.

We help elite renovators capture and qualify high-budget leads 24/7 so they stop wasting time on tyre-kickers. Is solving this a priority for you right now?

Cheers, [Your Name]

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## **Day 7: The Final Touch**

This is your last attempt to engage them for this sequence. It's polite, professional, and creates a sense of finality, which can often trigger a response. Choose either LinkedIn or WhatsApp for this step.

### **Template 4.1: Second LinkedIn Message**

Send this if they accepted your connection request.

**Message:** Hi [Director's Name], just following up on my email one last time. If you're losing high-budget leads after hours or wasting time on unqualified site visits, I'm confident we can help solve that. If not, no worries at all. All the best.

### **Template 4.2: Second WhatsApp Message**

This is a final, low-pressure nudge.

**Message:** Hi [Director's Name], last follow-up from me regarding my email. If qualifying leads is a bottleneck for you, let's chat. If not, no problem at all. Cheers.

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# **SECTION 5: CLIENT ONBOARDING**

## **Zappies AI - "Project Pipeline AI" Onboarding & Execution Blueprint**

**Client:** [Client Company Name] **Project Start Date:** [Date]

### **Introduction: Welcome to Zappies AI**

Congratulations on taking the decisive step to automate your lead flow and build your "Project Pipeline AI." This decision will save you hundreds of hours and generate millions in revenue.

This onboarding document is the first and most critical step. The precision of your answers will directly determine the intelligence and effectiveness of your AI assistant. The data you provide here will be used to construct the logic, personality, and knowledge base of the system that will become your 24/7 digital salesperson.

Please complete this form in its entirety. It should take approximately 20-30 minutes. Once submitted, our team will review it and schedule your official Onboarding Call.

Let's begin.

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### **Section A: Company & Brand Identity**

*This section helps us align the AI's voice and personality with your brand.*

1. **Company Name:** \_\_\_\_\_
  2. **Website URL:** \_\_\_\_\_
  3. **Primary Project Contact (Name, Email, Cell):** \_\_\_\_\_
  4. **Brand Voice:** Describe your brand in 3-5 keywords (e.g., Luxury, Precision, Reliable, Innovative, Bespoke, Family-Owned). \_\_\_\_\_
  5. **Ideal Client Profile:** Briefly describe the client you love to work with (e.g., "High-net-worth individuals in Constantia, planning a full home renovation, budget >R3M, values quality over price"). \_\_\_\_\_
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## Section B: The Lead Qualification Protocol

*This is the brain of your AI. These rules will determine who gets your valuable time and who is politely disqualified.*

**6. The "Must-Ask" Qualifying Questions:** *Please review and customize. The AI will ask these questions to determine if a lead is a good fit.*

- Property Address for the renovation? (Yes/No)
- What is your approximate budget for this project? (Please confirm or adjust these ranges):
  - ☐ < R500k
  - ☐ R500k - R1M
  - ☐ R1M - R3M
  - ☐ R3M+
- What is your ideal start date?
- Have you already had architectural plans drawn up? (Yes/No)
- Are you the legal owner of the property? (Yes/No)
- **(Custom) Please add any other critical qualifying questions you MUST ask every new lead:** \_\_\_\_\_

**7. The Disqualification Logic:** *To protect your time, we need to define the "deal-breakers."*

- **Minimum Budget Threshold:** What is the absolute minimum project budget you are willing to consider? (Leads below this will be politely informed they are not a good fit at this time). R\_\_\_\_\_
  - **Service Area Limits:** Please list any suburbs or areas you do **NOT** service.  
\_\_\_\_\_
  - **Other "Red Flags":** Based on the questions in #6, are there any other answers that would immediately disqualify a lead? \_\_\_\_\_
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## Section C: Appointment Booking & Logistics

*This section configures how the AI will book qualified leads directly into your calendar.*

8. **Calendar for Bookings:** Whose calendar should appointments be booked into? (Please provide the email address for Google Calendar, or your Calendly link).  
\_\_\_\_\_
  9. **Appointment Name:** What should the calendar event be called? (e.g., "On-Site Consultation," "Initial Project Discussion"). \_\_\_\_\_
  10. **Your Availability:** What are your standard days and times for these consultations? (e.g., "Tuesdays & Thursdays, 10 AM - 4 PM"). \_\_\_\_\_
  11. **Appointment Duration & Buffer:** How long is a consultation, and how much travel/prep time do you need between them? (e.g., "60-minute meeting, 30-minute buffer"). \_\_\_\_\_
  12. **Minimum Lead Time:** What is the minimum notice you need for a new booking? (e.g., "24 hours," "48 hours"). \_\_\_\_\_
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## Section D: AI Knowledge Base (Frequently Asked Questions)

*This section provides the AI with the information it needs to answer questions intelligently and build trust before it begins the qualification process.*

**13. Core Business Questions:** *Please provide concise answers.*

- **What services do you specialize in?** \_\_\_\_\_
- **What specific areas/suburbs do you service?** \_\_\_\_\_
- **Are you registered with the NHBRC / Master Builders Association?**  
\_\_\_\_\_
- **Can I see a portfolio of your work?** (Please provide the direct URL to your portfolio/projects page). \_\_\_\_\_
- **What is the next step in your process after an initial consultation?**  
\_\_\_\_\_

**14. Additional Common Questions:** *Please list 5-10 other common questions you receive from new leads and provide their answers.*

- **Q1:** \_\_\_\_\_ **A1:** \_\_\_\_\_
  - **Q2:** \_\_\_\_\_ **A2:** \_\_\_\_\_
  - **Q3:** \_\_\_\_\_ **A3:** \_\_\_\_\_
  - ...and so on.
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## Section E: Final Submission

Thank you for providing this critical information. Your input will allow us to construct a powerful, intelligent AI assistant tailored specifically to your business needs.

### Next Steps:

1. Upon submission, our team will review your blueprint.
2. We will reach out within **4 business hours** to schedule your official Onboarding Call.
3. Following the call, we will begin the 72-hour deployment of your "Fast Win" bot.

We are excited to build this with you.

## Analysis: Why Custom Home Renovators are a Goldmine

1. **Immense Project Value:** A high-end kitchen renovation in Fresno or a full home remodel in Hyde Park isn't R500k. It's R1.5M, R3M, even R5M+. The profit margin on a single project is enormous. This makes our R90,000 price tag look like a rounding error if it lands them just one extra deal.
2. **Acute, Measurable Pain:** Their primary pain is **wasted time on unqualified leads**. A top-tier renovator (often the owner himself) has to physically drive to a potential client's house for a consultation. This is 2-3 hours of their most valuable time—time they could be spending managing a multi-million Rand project. They do this constantly for "tyre-kickers" who have a R100k budget for a R1M dream. This is a bleeding wound we can cauterize.
3. **Old-School Competition:** Their competition is almost certainly technologically ancient. They operate off a cellphone, a bakkie, and a basic WordPress site with a "Contact Us" form. When you approach them with an intelligent AI agent that pre-qualifies budgets and schedules site visits automatically, you look like you're from the future. It's an immediate, massive differentiator.