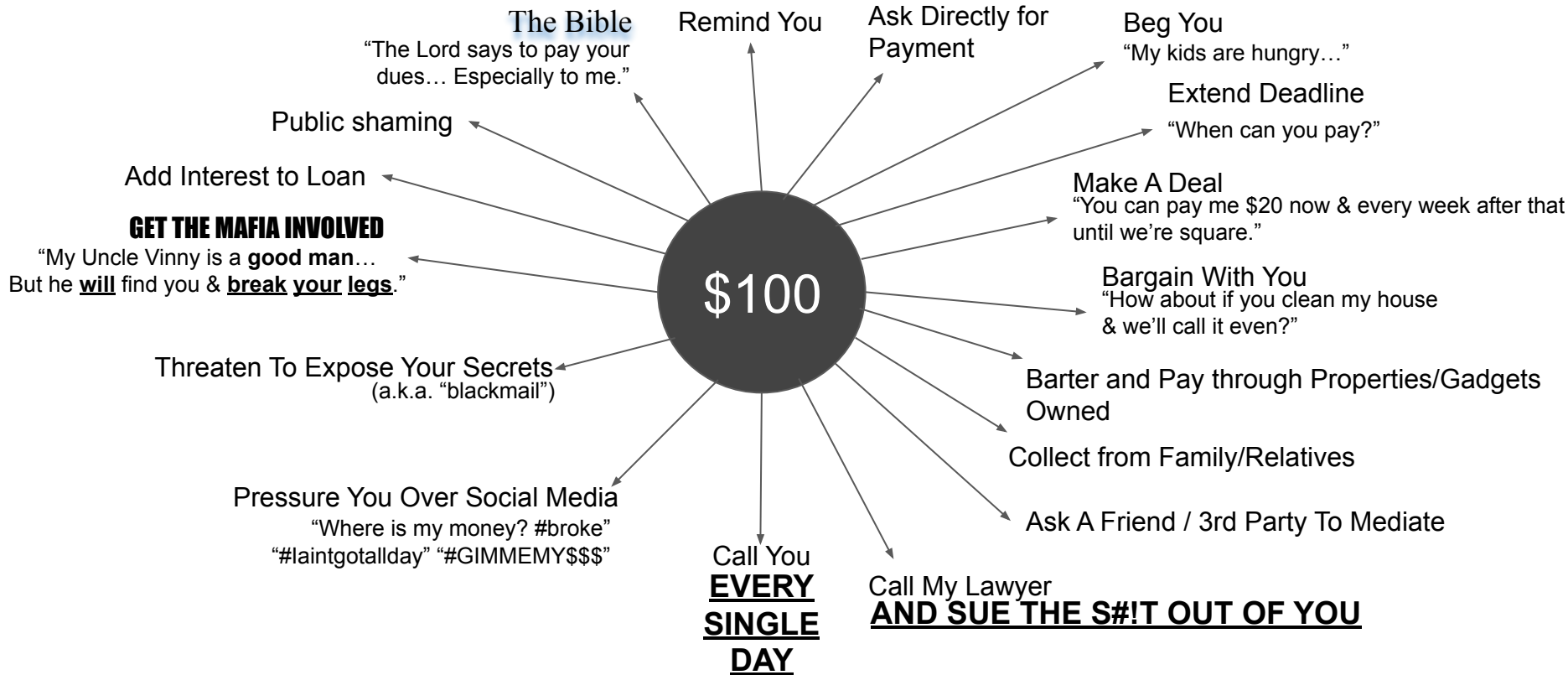


If I owe you \$100 and promise to pay you by Friday of this week, how would you ask me to pay you back next Thursday?'





Google Ads

BUSINESS DEVELOPMENT

Not on First page of Google yet
and can't wait for SEO, wants
leads now

SEASONAL (FAST UP AND DOWN)

Wants to advertise specific jobs or
services or wants to do seasonal
services

RECRUITMENT ADS

Google Ads can help hire
more staff, so the business
can accommodate more jobs
and grow

INSTANT RESULTS

Not on First page of Google yet
and can't wait for SEO, wants
leads now

AREA EXPANSION

due to small area (cx is already
fully optimized in his SEO)

VERIFICATION ISSUES

Challenges with Video
Verification. Google Ads don't
need verification, so it can help
with online presence even without
video verification

AREA DOMINATION

Already on 1st page with SEO, but
still not getting enough jobs /
Competitors take part of your
prospects. Google Ads will help the
business to dominate the 1st page by
showing them 2 times

NEEDS JOBS WHILE SEO KICKS IN

Just started, wants instant
results or

Lead Conversion Focus: "Never Miss a Lead"

Professional Image: "Make Your Business Look Bigger and Better"

- **Why It's Top:** Many small businesses want to appear more established and trustworthy to win over customers.
- **Pitch:** "Our professional answering service makes your business look organized, reliable, and ready to handle customer inquiries with ease."

Customer Satisfaction: "Enhance Your Customer Experience"

- **Why It's Top:** Happy customers lead to repeat business and referrals. Businesses are eager to invest in anything that directly impacts customer satisfaction.
- **Pitch:** "We filter spam and robocalls so that your genuine customers get prompt, undivided attention, leading to improved satisfaction and loyalty."

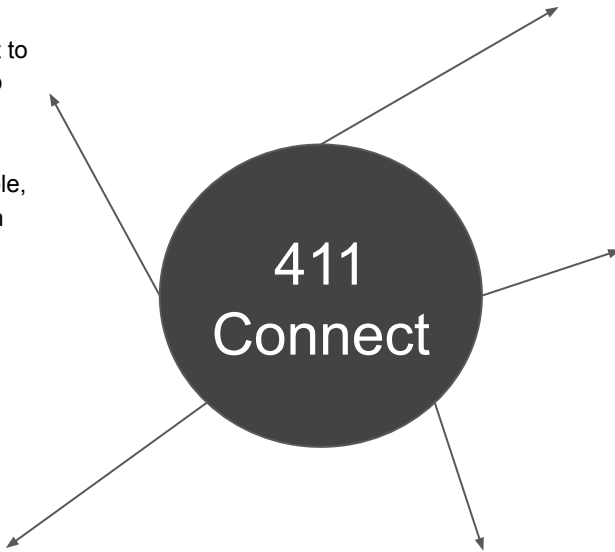
- **Why It's Top:** Every business values leads, and missed calls are often equated with lost revenue. This angle appeals directly to a business's bottom line.
- **Pitch:** "Missed calls mean missed opportunities. With our service answering 98% of calls in 3 seconds, you'll capture every potential lead."

Productivity and Time Management: "Save Time to Focus on What Matters"

- **Why It's Top:** Time is one of the most valuable resources for SMB owners, and offering a way to reclaim it is highly persuasive.
- **Pitch:** "Stop wasting time on spam calls and interruptions. Focus on growing your business while we handle the distractions."

Cost-Efficiency: "Professional Answering at a Fraction of the Cost"

- **Why It's Top:** Budget is always a concern, and this angle highlights affordability while delivering value.
- **Pitch:** "For just 14% of the cost of hiring a receptionist, you can have a professional service ensuring your calls are answered promptly and professionally."



411
Connect