Business Growth Proposal

Prepared for [Landscaping Company] | SolveWorks.io

AI that works for your business

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Executive Summary

The Challenge

Your landscaping business is losing revenue every day. Calls go to voicemail during jobs. Leads from your website slip through the cracks. Your marketing efforts feel scattered and inconsistent. Meanwhile, your competitors are booking the clients you should be winning.

Our Solution

SolveWorks.io provides a complete lead capture and conversion system designed specifically for local service businesses. We combine a high-converting landing page, an AI-powered voice agent that answers calls 24/7, and a strategic 90-day social media plan —giving you a professional, always-on sales machine that works while you're on the job site.

Expected Outcomes

Metric	Expected Impact
Missed Calls Recovered	Capture 95%+ of calls (vs. industry average of 60%)
Lead Response Time	Instant (vs. hours or days)
Admin Time Saved	10-15 hours/week on phone screening
Qualified Lead Increase	30-50% more qualified appointments
Professional Presence	Enterprise-level customer experience

The Challenge

Pain Points Landscaping Companies Face

1. The Missed Call Problem You're knee-deep in mulch or running a mower when your phone rings. By the time you call back, that homeowner has already booked with your competitor. Studies show **85% of callers who reach voicemail don't leave a message**—they just move on.

2. The Tire-Kicker Trap Not every call is a good call. You spend 20 minutes on the phone with someone who just wants a "quick price" for a job outside your service area or budget. That's time stolen from paying customers and actual work.

3. The Marketing Black Hole You've tried Facebook ads. You posted on Instagram for a while. Maybe you even paid for a website that sits there collecting dust. Nothing seems to stick because there's no system—just random acts of marketing.

4. The Credibility Gap Larger competitors have polished websites, professional call handling, and consistent branding. When a homeowner is choosing between you and them, first impressions matter.

The Real Cost

Lost Opportunity	Estimated Annual Impact
5 missed calls/week @ $500 avg job	**$130,000/year**
3 hours/week on unqualified calls	**150+ hours/year**
Inconsistent marketing	Invisible to new customers

The bottom line: You're not just losing calls. You're losing the jobs that could transform your business.

Our Solution

High-Converting Landing Page

A professional, mobile-first landing page designed to turn visitors into leads.

- **Fast-loading, mobile-optimized design** — 70% of your visitors are on phones
- **Clear call-to-action** — One goal: get them to call or submit their info
- **Trust builders** — Reviews, photos of your work, service areas, and credentials
- **SEO-ready structure** — Built to rank for "[your city] landscaping" searches

AI Voice Agent

Your 24/7 virtual receptionist that never misses a call and never wastes your time.

- **Answers every call instantly** — Nights, weekends, while you're on a job
- **Qualifies leads automatically** — Asks about project type, timeline, budget range, and location
- **Books appointments or collects info** — Integrates with your calendar or sends you qualified lead details
- **Professional, natural conversations** — Callers won't know it's AI
- **Custom-trained for your business** — Knows your services, pricing guidelines, and service area

90-Day Social Media Strategy

A complete content roadmap so you never wonder "what should I post?"

- **Content calendar** — 90 days of planned posts across platforms
- **Content pillars** — Before/after transformations, tips & education, behind-the-scenes, seasonal promotions, customer spotlights
- **Platform strategy** — What to post where (Facebook, Instagram, Google Business)
- **Templates & examples** — Ready-to-customize post templates
- **Hashtag strategy** — Local and industry hashtags to maximize reach

What's Included

Complete Deliverables

Landing Page - Custom-designed landing page (mobile + desktop) - Professional copywriting - Contact form with lead capture - Click-to-call functionality - Google Analytics setup - 1 year of hosting included - SSL certificate (secure site)

AI Voice Agent - Custom AI agent trained on your business - Call answering & lead qualification - Appointment scheduling integration (if applicable) - Lead notification system (text/email alerts) - Call recordings and transcripts - 3 months of service included - Up to 500 minutes/month

Social Media Strategy - 90-day content calendar - 30+ post templates with captions - Visual style guide - Platform-specific recommendations - Hashtag research document - Content pillar framework

Training & Support - 1-hour onboarding call - Video walkthrough of all systems - 30 days of email support post-launch

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What's NOT Included

To set clear expectations:

- Ongoing social media posting/management (we provide the plan, you execute)
- Paid advertising setup or management (Facebook Ads, Google Ads)
- Photography or videography services
- Logo design or full brand identity
- Website development beyond the landing page
- CRM software subscriptions (we recommend options)
- AI agent minutes beyond 500/month (additional available)

Investment

One-Time Package

Item	Investment
Landing Page (design, copy, hosting)	Included
AI Voice Agent (setup + 3 months service)	Included
90-Day Social Media Strategy	Included
Training & Onboarding	Included
Total Package Investment	**$7,500**

Optional Monthly Retainer

Continue the momentum with ongoing support:

Monthly Retainer	$1,250/month
AI Voice Agent service (500 min/month)	✓
Landing page updates & optimization	✓
Monthly performance review call	✓
Priority support	✓
Social media content refresh (quarterly)	✓

No long-term contract required. Month-to-month after initial 3-month commitment.

Payment Terms

Milestone	Amount	Due
Project Kickoff	$3,750 (50%)	Upon signing
Final Delivery	$3,750 (50%)	At launch

Payment methods accepted: Credit card, ACH transfer, check

Timeline

Implementation Schedule

Week	Phase	Deliverables
Week 1	Discovery & Setup	Kickoff call, brand questionnaire, content gathering, access setup
Week 2	Design & Development	Landing page design, AI agent training begins, social strategy drafting
Week 3	Build & Refine	Landing page development, AI agent testing, social calendar creation
Week 4	Launch & Train	Final review, go-live, onboarding session, handoff documentation

Key Milestones

- **Day 1:** Signed agreement + deposit received
- **Day 3:** Kickoff call completed
- **Day 10:** Landing page design approved
- **Day 14:** AI agent ready for testing
- **Day 21:** Social media strategy delivered
- **Day 28:** Full system live + training complete

Total time to launch: 3-4 weeks

Timeline assumes timely feedback and content delivery from client.

Why SolveWorks

Our Approach

We're not a generic marketing agency. We build **systems that work while you work.**

Every solution we create is designed with one question in mind: *"Will this actually help a busy business owner get more customers without adding more to their plate?"*

If the answer isn't a clear yes, we don't build it.

What Makes Us Different

** Specialist Focus** We work exclusively with local service businesses. We understand your challenges because we've solved them dozens of times.

** AI That Actually Works** Our voice agents aren't gimmicks. They're trained on your specific business and handle real conversations professionally.

** Results-Oriented** We don't measure success by deliverables—we measure it by leads captured, calls answered, and time saved.

** Partnership Mindset** We're successful when you're successful. That's why we build systems you can actually use, not fancy tools that collect dust.

Our Guarantee

30-Day Performance Promise

If your AI Voice Agent isn't answering calls and qualifying leads within 30 days of launch, we'll continue working at no additional cost until it does. If we can't make it work for your business, we'll refund your final payment.

We stand behind our work because we know it works.

Next Steps

Ready to Get Started?

Step 1: Review & Sign Review this proposal. If you have questions, let's talk. When ready, sign below and submit your deposit.

Step 2: Kickoff Call We'll schedule a 45-minute kickoff call within 48 hours to gather everything we need.

Step 3: We Build, You Grow Sit back and focus on your business while we build your growth system.

Contact Us

SolveWorks.io

hello@solveworks.io www.solveworks.io [Phone Number]

Proposal Acceptance

By signing below, you agree to the scope, timeline, and investment outlined in this proposal.

Client Name:	_____
Company:	_____
Signature:	_____
Date:	_____

SolveWorks.io Representative:	_____

Signature:	_____
Date:	_____

This proposal is valid for 30 days from the date above.

Thank you for considering SolveWorks.io. We're excited to help your business grow.

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