

Module 2: 2nd Base - Design What They Actually Want - Audit Review

Executive Summary

Sarah's ideal customers want to transform from reactive businesses (waiting for word-of-mouth referrals) to proactive businesses (systematic lead generation). Their core desire is predictable, qualified leads that convert to profitable jobs. They want to stop worrying about where the next customer will come from and instead focus on delivering quality work. Sarah's offer helps them achieve this through proven local SEO and Google Ads strategies that generate measurable results.

Customer Pains, Frustrations, and Desires

Key Pains:

- **Unpredictable Revenue:** Feast-or-famine cycles create stress and make it hard to plan and grow. They never know if they'll have enough work next month.
- **Losing to Competitors:** Larger companies with bigger marketing budgets are winning jobs they used to get. They feel like they're losing market share but don't know how to compete.
- **Missed Opportunities:** They hear about jobs after they're already taken. Potential customers are looking for their services, but they're not finding them online.
- **Marketing Overwhelm:** They've tried marketing before (DIY or agencies) and it didn't work. They're confused by all the options (SEO, social media, Google Ads, etc.) and don't know what actually works.
- **Time Constraints:** They're busy running their business - they don't have time to become marketing experts or manage campaigns themselves.

Frustrations:

- Previous bad experiences with marketing agencies (promises without results, lack of communication, feeling like a number)
- Confusion about what marketing actually works for service businesses
- Feeling like they're throwing money away on marketing that doesn't deliver
- Not understanding why some competitors get more visibility online
- Difficulty explaining their value proposition to potential customers

Desires:

- Predictable, consistent leads that convert to profitable jobs
- Professional online presence that reflects their quality work
- Marketing that works without requiring their constant attention
- Measurable results so they know their investment is paying off
- Expert guidance from someone who understands their industry and challenges

Concrete Outcomes Sarah Helps Create

1. **30-50% Increase in Qualified Leads:** Clients typically see measurable increases in leads that are relevant to their services and convert to jobs.
2. **Consistent Monthly Lead Flow:** Transition from unpredictable (some months with many leads, others with few) to consistent (predictable number of leads each month).
3. **Higher Quality Leads:** Leads are better qualified - customers who are ready to hire, understand pricing, and match the client's service area.
4. **Improved Online Visibility:** Businesses appear in local search results when potential customers are actively looking for their services.
5. **Professional Website:** Website that reflects the quality of their work, builds trust, and converts visitors to leads.

6. **Established Google Ads System:** Active, optimized Google Ads campaigns that generate leads consistently and can be scaled up or down as needed.
7. **SEO Foundation:** Ongoing SEO optimization that builds long-term visibility and reduces dependence on paid advertising over time.
8. **Clear Value Proposition:** Messaging that clearly communicates what they do, who they serve, and why customers should choose them.
9. **Lead Generation Process:** System for capturing leads, following up, and converting inquiries to customers.
10. **Marketing Confidence:** Peace of mind knowing they have a marketing system that works, so they can focus on delivering quality work.

Core Offer Statement Review

Initial Offer Statement: "We help local service business owners establish professional online marketing systems so they can generate consistent, qualified leads without having to become marketing experts themselves."

Refined Core Offer Statement: "We help growth-oriented owner-operators of local service businesses establish proven local SEO and Google Ads systems, so they can generate 30-50% more qualified leads and stop worrying about where their next customer will come from, without wasting time on marketing that doesn't work."

Offer Statement Breakdown:

- **We help [WHO]:** Growth-oriented owner-operators of local service businesses
- **do [WHAT]:** Establish proven local SEO and Google Ads systems
- **so they can [OUTCOME]:** Generate 30-50% more qualified leads and stop worrying about where their next customer will come from
- **without [FEAR]:** Wasting time on marketing that doesn't work

Why This Works:

- Addresses specific customer (owner-operators of local service businesses)

- Mentions proven systems (local SEO and Google Ads) that resonate with target audience
- Includes concrete outcome (30-50% more qualified leads)
- Addresses core fear (wasting time on marketing that doesn't work)
- Uses language that customers use (not marketing jargon)

Opportunities to Articulate Value from Outcomes (Not Features)

Current Approach (Feature-Focused):

- "We do SEO optimization and Google Ads management"
- "We'll create a professional website"
- "We handle your social media"

Better Approach (Outcome-Focused):

- "We'll help you generate consistent, qualified leads every month" (instead of "we do SEO")
- "We'll make sure potential customers find you when they're actively looking for your services" (instead of "we'll optimize your website")
- "We'll build a marketing system that works while you focus on delivering quality work" (instead of "we manage your marketing")

Opportunities:

1. **Lead Generation Focus:** Emphasize the outcome (consistent, qualified leads) rather than the method (SEO, Google Ads)
2. **Peace of Mind:** Highlight the benefit (stop worrying about where customers will come from) rather than the service (marketing management)
3. **Results-Oriented:** Focus on measurable outcomes (30-50% increase in leads) rather than activities (optimization, campaign management)
4. **Time Freedom:** Emphasize what clients can do instead (focus on their business) rather than what Sarah does (manages marketing)

Ways to Strengthen Offer Statement

1. **Add Specificity:** Include specific industries or company sizes that resonate (e.g., "plumbing, electrical, and HVAC business owners with 5-15 employees")
2. **Incorporate Social Proof:** Reference track record ("proven systems that have helped 50+ local service businesses")
3. **Clarify the Outcome:** Be more specific about what "qualified leads" means (e.g., "leads that match your service area and are ready to hire")
4. **Address Objections:** Include language that addresses common concerns (e.g., "without the complexity and cost of traditional marketing agencies")
5. **Create Urgency or Scarcity:** If appropriate, mention capacity constraints (e.g., "we work with a limited number of clients to ensure results")

Example Strengthened Offer Statements:

Option 1 (Industry-Specific): "We help plumbing, electrical, and HVAC business owners with 5-15 employees establish proven local SEO and Google Ads systems, so they can generate 30-50% more qualified leads and stop worrying about where their next customer will come from, without the complexity and expense of traditional marketing agencies."

Option 2 (Outcome-Focused): "We help growth-oriented local service business owners transform from reactive (waiting for referrals) to proactive (systematic lead generation), so they can generate consistent, profitable jobs every month and focus on delivering quality work, without becoming marketing experts themselves."

Option 3 (Results-Focused): "We help established local service businesses (10+ years, 5-15 employees) generate 30-50% more qualified leads through proven local SEO and Google Ads systems, so they can scale their operations confidently, without wasting time or money on marketing that doesn't work."

For Your Team

Executive Summary / Key Takeaways

Sarah's ideal customers want predictable, qualified leads and freedom from marketing worry. Her core offer focuses on proven local SEO and Google Ads systems that deliver measurable results. The key is articulating value in terms of outcomes (consistent leads, peace of mind, time freedom) rather than features (SEO optimization, campaign management).

Key Insight: Customers don't buy marketing services - they buy consistent leads, reduced stress, and the ability to focus on what they do best. The offer statement should reflect this.

Action Items and Next Steps

1. **This Week:** Finalize core offer statement using the refined version
2. **Next 2 Weeks:** Create 3 variations of the offer statement for different contexts (website, sales conversations, marketing materials)
3. **Week 3-4:** Rewrite all marketing copy to focus on outcomes rather than features
4. **Month 2:** Develop case studies that demonstrate concrete outcomes (30-50% lead increases)
5. **Month 3:** Test offer statements in sales conversations and refine based on feedback








Team Communication Templates / Talking Points

For Sales Conversations: "We help growth-oriented local service business owners like you establish proven marketing systems that generate 30-50% more qualified leads. Instead of worrying about where your next customer will come from, you'll have consistent leads coming in every month. You focus on delivering quality work, and we handle the marketing. Does that sound like what you're looking for?"



Website Homepage Copy: "Stop worrying about where your next customer will come from. We help local service business owners generate consistent, qualified leads through proven local SEO and Google Ads systems. Our clients typically see 30-50% increases in leads within 90 days. Focus on your business - we'll handle the marketing."

Decision Frameworks

Offer Statement Evaluation Criteria:

-  Clearly identifies ideal customer (who)
-  Describes specific, valuable outcome (what they get)
-  Addresses core customer fear or frustration (without)
-  Uses customer language, not marketing jargon
-  Includes concrete, measurable result (if possible)
-  Avoids generic claims ("we're the best", "we help businesses grow")
-  Doesn't focus on features instead of outcomes

Value Articulation Framework: When describing services, always lead with the outcome, not the activity:

-  "We optimize your website for search engines"
-  "We make sure potential customers find you when they're looking for your services"

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