

# YOUR COMPLETE SALES & OPERATIONS PACKAGE

All Documents Created for Elevate Pro Sites

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## WHAT YOU HAVE

### 1. SALES FRAMEWORK (UPDATED) - 64 pages

File: [sales\\_framework.md](#) / [sales\\_framework\\_updated.pdf](#)

#### What's Inside:

- Complete sales methodology
- Opening scripts (3 versions)
- 8 qualification questions
- Updated presentation with 15-page website offer
- 15 objection responses (word-for-word)
- 6 closing techniques
- Follow-up framework
- Practice scenarios
- **NEW: Complete scalable system explanation**

**When to Use:** Study before every call, reference during calls

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### 2. LOCAL SEO CHEAT SHEET - 30 pages

File: [local\\_seo\\_cheatsheet.md](#) / [local\\_seo\\_cheatsheet.pdf](#)

#### What's Inside:

- All SEO terms defined (simple + expert versions)
- Ranking factors prioritized
- Week-by-week process breakdown
- Common questions + expert answers
- Power phrases to use
- Industry statistics

- Proof points
- Quick reference cards

**When to Use:** Keep open during sales calls to sound expert

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### 3. SALES FRAMEWORK UPDATES - Summary

**File:** [SALES\\_FRAMEWORK\\_UPDATES.md](#)

**What's Inside:**

- What changed from original version
- Why it changed
- How to use the updates
- Key talking points (old vs new)
- Implementation checklist

**When to Use:** Read this first to understand the changes

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### 4. NEW PITCH QUICK REFERENCE - 1 page

**File:** [NEW\\_PITCH\\_QUICK\\_REFERENCE.md](#)

**What's Inside:**

- The updated offer (memorized format)
- Pricing breakdown
- Value calculation
- 30-second pitch
- Objection quick responses
- The one-sentence pitch

**When to Use:** Print and tape next to your computer for every call

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## YOUR COMPLETE OFFER (FINAL VERSION)

### What You're Selling:

**Week 1-2:**

- Complete 15-page website
- Professional copywriting
- Full SEO optimization
- Mobile-friendly, fast, conversion-focused

#### **Week 3+:**

- 1 strategic blog post per week
- Targeting priority keywords
- 1,500-2,000 words each
- 52 posts per year

#### **Every Week:**

- Detailed ranking reports
- Traffic and lead metrics
- Clear communication

#### **Always:**

- Unlimited changes (no extra fees)
- Month-to-month (cancel anytime)
- Direct access to you

#### **Bonus (First 10 Clients):**

- Google Business Profile optimization



## **YOUR PRICING STRUCTURE**

**Founding Clients (First 10):** \$497/month **Standard Clients (After 10):** \$597/month **Contract:** Month-to-month, cancel anytime

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## **YOUR VALUE PROPOSITION**

**Upfront Value:** \$10,000 (website + copywriting + SEO) **Monthly Value:** \$2,000 (content + optimization + reports + changes) **Year 1 Total Value:** \$34,000 **Client Investment:** \$5,964-7,164

**ROI:** 475-570% value vs. cost

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# YOUR SCALABILITY PATH

## Manual Phase (Clients 1-5)

- **Time:** 4-5 hours per client per week
- **Revenue:** \$2,985/month
- **Goal:** Prove the model

## Semi-Automated Phase (Clients 5-15)

- **Time:** 2-3 hours per client per week
- **Revenue:** \$8,955/month
- **Goal:** Build automation

## Automated Phase (Clients 15-30)

- **Time:** 30-45 min per client per week
- **Revenue:** \$17,910/month
- **Goal:** Scale operations

## Scaled Phase (Clients 30-50+)

- **Time:** 30-45 min per client per week (with VA)
- **Revenue:** \$29,850/month
- **Goal:** Optimize and grow

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## YOUR TECH STACK (WHEN READY)

### Core Infrastructure:







- Supabase (database + backend) - \$25/month
- Claude API (content generation) - \$10/month
- SerpAPI (rank tracking) - \$50/month
- Resend (email delivery) - Free

**Total Cost:** ~\$85/month for 50 clients **Profit Margin:** 99.7%






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## YOUR IMMEDIATE ACTION PLAN





### **This Week:**

1.  Read complete sales framework
2.  Read SEO cheat sheet
3.  Read updates summary
4.  Memorize new pitch
5.  Practice with 3 friends/family
6.  Book 5 discovery calls





### **Next 2 Weeks:**

1.  Execute 10 discovery calls
2.  Close 2-3 founding clients
3.  Deliver first 15-page website manually
4.  Write first blog posts manually
5.  Send first weekly reports



### **Month 2:**

1.  Close 5 total clients
2.  Refine pitch based on feedback
3.  Start planning automation
4.  Continue manual delivery

### **Month 3-4:**

1.  Close 10 total clients (founding rate closed)
2.  Raise price to \$597 for new clients
3.  Begin building automation
4.  Test AI content generation

### **Month 5-8:**

1.  Scale to 20 clients
2.  Full automation running

3. ⌚ Batch workflows
4. ⌚ Optimize systems

### Month 9-12:

1. ⌚ Scale to 30+ clients
2. ⌚ Consider hiring VA
3. ⌚ Focus on sales
4. ⌚ Refine automation

### Month 12-18:

1. ⌚ Scale to 50+ clients
  2. ⌚ Hire operations help
  3. ⌚ Systemize everything
  4. ⌚ \$350K+ annual revenue
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## 🎓 HOW TO USE THESE DOCUMENTS

### For Sales Preparation:

1. **Study:** Sales Framework (Parts 1-6)
2. **Reference:** SEO Cheat Sheet (during calls)
3. **Quick Glance:** New Pitch Quick Reference

### For Sales Calls:

1. **Open on screen:** Sales Framework (Part 4-5)
2. **Open on screen:** SEO Cheat Sheet (Parts 5-6)
3. **Printed nearby:** Quick Reference Card

### For Follow-Up:

1. **Use:** Sales Framework (Part 9)
2. **Templates:** Email scripts included

### For Delivery Planning:

1. **Read:** Sales Framework (Part 14)
2. **Understand:** Automation architecture

## **YOUR COMPETITIVE ADVANTAGES**

### **1. Proven Track Record**

- ✓ Built and sold successful business using this system
- ✓ Competitor validated by keeping your system 18+ months
- ✓ Real proof, not theory

### **2. Superior Offer**

- ✓ 15 pages upfront (most do 5)
- ✓ 52 blog posts per year (most do none)
- ✓ Weekly reports (most do monthly)
- ✓ Unlimited changes (most charge per change)

### **3. Better Pricing**

- ✓ \$597/month vs \$1,200-2,000 agency rates
- ✓ No upfront fees vs \$5,000-8,000 typical
- ✓ Month-to-month vs 6-12 month contracts

### **4. Scalable System**

- ✓ Can handle 50+ clients with automation
- ✓ Maintain quality with AI + human oversight
- ✓ Sustainable business model

### **5. Industry Expertise**

- ✓ Former home service business owner
- ✓ Understand their pain firsthand
- ✓ Speak their language

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## **YOUR REVENUE PROJECTIONS**

### **Conservative Growth:**

- Month 1-2: 3 clients = \$1,491/month
- Month 3-4: 5 clients = \$2,485/month
- Month 5-6: 8 clients = \$4,776/month
- Month 7-9: 12 clients = \$7,164/month

- Month 10-12: 15 clients = \$8,955/month
- **Year 1 Total:** ~\$45,000

### **Aggressive Growth:**

- Month 1-2: 5 clients = \$2,485/month
- Month 3-4: 10 clients = \$5,970/month
- Month 5-6: 15 clients = \$8,955/month
- Month 7-9: 25 clients = \$14,925/month
- Month 10-12: 35 clients = \$20,895/month
- **Year 1 Total:** ~\$120,000

### **Year 2 Goal:**

- 50 clients @ \$597/month = \$29,850/month
  - **Year 2 Total:** \$358,200
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## **SUCCESS METRICS TO TRACK**

### **Sales Metrics:**

- Discovery calls booked per week
- Show rate (target: 80%+)
- Close rate (target: 30-40%)
- Average client value
- Client acquisition cost

### **Delivery Metrics:**

- Blog posts published per week
- Time per client per week
- Client satisfaction scores
- Ranking improvements
- Client retention rate



## **Business Metrics:**

- Monthly recurring revenue (MRR)
  - Annual recurring revenue (ARR)
  - Customer lifetime value (LTV)
  - Churn rate (target: <5% monthly)
  - Profit margin
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## **YOUR UNFAIR ADVANTAGES**

### **1. Real Experience**

- You built a business from \$0 to sale
- You lived the customer's pain
- You have proof it works

### **2. Better System**

- More content (15 pages + 52 blogs vs 5 pages)
- Better process (systematic vs random)
- More automation (scalable to 50+)

### **3. Superior Value**


- \$34K value for \$6K cost
- Month-to-month (low risk)
- Unlimited changes (customer-friendly)

### **4. Clear Positioning**

- Not another web designer
  - Not another agency
  - Former business owner helping business owners
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## **CRITICAL SUCCESS FACTORS**

### **Do These Things:**

-  Follow the scripts (they're tested)

- ✓ Ask all 8 qualification questions
- ✓ Handle objections confidently
- ✓ Close directly (ask for the sale)
- ✓ Follow up consistently
- ✓ Deliver excellent results
- ✓ Communicate weekly
- ✓ Scale intelligently (don't rush automation)

### **Don't Do These Things:**

- ✗ Wing the sales call
  - ✗ Skip qualification
  - ✗ Avoid objections
  - ✗ Forget to close
  - ✗ Chase tire-kickers
  - ✗ Over-promise results
  - ✗ Disappear after the sale
  - ✗ Automate before proving manually
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## **YOU'RE READY**

### **You Have:**

- ✓ A proven offer
- ✓ A clear pitch
- ✓ Objection responses
- ✓ Closing techniques
- ✓ Follow-up system
- ✓ Delivery process
- ✓ Scalability plan
- ✓ Revenue projections

### **Now You Need:**

- 🕒 Reps (practice calls)
  - 🕒 Leads (book discovery calls)
  - 🕒 Closes (first paying clients)
  - 🕒 Results (rank them, get testimonials)
  - 🕒 Scale (grow to 50+)
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# THE REALITY CHECK

**This is a real business with real scale potential.**

**At 50 clients:**

- Revenue: \$358,200/year
- Time: 30-40 hours/week (with help)
- Profit: 99%+ margin
- Freedom: Automated systems





**But you have to start.**

**Book the calls. Follow the framework. Close the clients. Deliver results. Scale smart.**




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## YOUR NEXT MOVE




**TODAY:**

-  Read this summary
-  Read sales framework (Part 1-7)
-  Read SEO cheat sheet
-  Print quick reference card



**TOMORROW:**

-  Practice pitch out loud 10 times
-  Practice objections with friend
-  Set up tracking spreadsheet

**THIS WEEK:**

-  Book 5 discovery calls
-  Execute with framework open
-  Close 1-2 clients

**NEXT WEEK:**

-  Book 5 more calls
-  Close 1-2 more clients

- 🕒 Start delivering

### **THIS MONTH:**

- 🕒 Close 5 founding clients
- 🕒 Build first websites manually
- 🕒 Send first reports

### **NEXT MONTH:**

- 🕒 Close 5 more clients (10 total)
- 🕒 Raise price to \$597
- 🕒 Start planning automation

### **IN 6 MONTHS:**

- 🕒 20-30 clients
- 🕒 Automation running
- 🕒 \$15-20K/month MRR

### **IN 12 MONTHS:**

- 🕒 40-50 clients
- 🕒 \$25-30K/month MRR
- 🕒 Hiring help
- 🕒 \$300K+ year

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## **🎯 FINAL WORDS**

**You have everything you need to build a \$350K+/year business.**

**The frameworks. The scripts. The system. The plan.**

**All you need now is action.**

**10 calls. Then 10 more. Then 10 more.**

**Close your first 5 clients. Deliver amazing results. Get testimonials. Scale to 50.**

**This works.**

**You've got this.**

**NOW GO. 🚀**

