

THE NEW PITCH - QUICK REFERENCE CARD

PRINT THIS AND KEEP IT NEXT TO YOUR COMPUTER

THE UPDATED OFFER (MEMORIZE THIS)

Phase 1: Complete Website Build (Week 1-2)

"In the first two weeks, I build you a COMPLETE 15-page website:

- Homepage + 5 service pages + 4 location pages + 5 essential pages
- Professional copywriting (I write everything)
- Fully optimized for SEO from day one
- Mobile-friendly, fast, conversion-focused"

Phase 2: Strategic Content (Week 3+)

"Then, every single week, I write one strategic blog post:

- Targeting keywords your customers are actually searching
- 1,500-2,000 words, fully optimized
- Systematically working through a priority list
- By month 12: 67 total pages indexed on Google"

Phase 3: Weekly Reports

"Every Friday, you get a detailed report showing:

- This week's new blog post and keyword
- All your ranking changes
- Traffic and leads
- What's next"

Phase 4: Unlimited Changes

"Need updates? Just message me. Included."

Phase 5: Founding Bonus

"Google Business Profile optimization included (first 10 clients only)"

THE PRICING (MEMORIZE THIS)

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

THE VALUE BREAKDOWN (MEMORIZE THIS)

Upfront Value:

- 15-page website: \$5,000
- Professional copywriting: \$3,000
- SEO optimization: \$2,000
- **Total: \$10,000**

Monthly Value:

- 4 blog posts: \$1,200 (at \$300/post)
- SEO work: \$400
- Reports: \$200
- Unlimited changes: \$200
- **Total: \$2,000/month**

Year 1 Total Value: \$34,000 **Client Pays:** \$5,964 (at \$497/month)

THE COMPARISON (MEMORIZE THIS)

Traditional Agency:

- Website: \$5,000 upfront
- SEO: \$1,200/month
- Changes: \$200 each
- **Year 1: \$19,400+**

You:

- Everything included: \$497-597/month
- **Year 1: \$5,964-7,164**

Savings: \$12,000-13,000

THE PITCH FLOW (30 SECONDS)

"Here's how it works:

Week 1-2: I build you a complete 15-page website. Not just a homepage. A real website with service pages, location pages, everything you need.

Week 3 and beyond: I write one strategic blog post every single week targeting keywords your customers are searching for.

Every Friday: You get a detailed report showing where you're ranking, what I did, and what's next.

All for \$497 a month for my first 10 founding clients. After that, it goes to \$597.

Month-to-month. Cancel anytime. No contract.

Make sense?"

KEY SELLING POINTS

✅ "Complete website in 2 weeks" (not months) ✅ "52 blog posts per year" (tangible) ✅ "67 pages by month 12" (shows growth) ✅ "\$34,000 value for \$6,000" (ROI) ✅ "Month-to-month" (low risk) ✅ "Someone who's actually done this" (credibility)

OBJECTION QUICK RESPONSES (UPDATED)

"Too expensive" → "What's a job worth to you? If this gets you ONE extra job per month, it pays for itself 5X over."

"What am I paying for?" → "A \$10,000 website upfront plus 52 blog posts per year. That's \$1,200/month in content alone. You're getting \$34,000 in services for under \$6,000."

"How long until I rank?" → "2-3 months to see movement, 4-6 months for top 5 positions. Anyone promising faster is lying."

"Do you write the posts yourself?" → "I use AI to draft, then I personally review, edit, and optimize every post. This is how I deliver weekly content at this price while maintaining quality."

THE CLOSE

Assumptive Close: "Okay, so it sounds like this makes sense. Let me get you set up. What email should I send the onboarding form to?"

Direct Close: "Based on everything we've discussed, I think I can help you. Do you want to move forward?"

Scarcity Close: "I've filled [X] founding spots. There are [Y] left at \$497. After that, it's \$597. What do you want to do?"

YOUR CONFIDENCE STATEMENT

Before every call, say this:

"I built a \$10,000 website in my first two weeks that generated leads for 18 months after I sold the business.

I can replicate that system for them.

I know 15 pages + 52 blog posts per year is massive value.

I know \$497-597/month for \$34,000 worth of services is a steal.

I know this works because I've done it.

If they don't see the value, that's their loss, not mine.

I'm selecting clients, not begging for business."

THE DELIVERABLES (CLEAR LIST)

Month 1:



- ☒ 15-page website (Week 1-2)
- ☒ 2 blog posts (Week 3-4)
- ☒ 4 weekly reports
- ☒ GBP optimization

Month 2-12:

- ☒ 4 blog posts per month
- ☒ 4 weekly reports per month
- ☒ Ongoing SEO optimization
- ☒ Unlimited changes as needed

By Month 12:

- ☒ 15 core pages
- ☒ 52 blog posts
- ☒ 52 weekly reports

-  Top 5 rankings for main keywords
 -  Consistent lead flow
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WHAT NOT TO SAY

- ✗ "I'll try to get you ranked"
 - ✓ "I'll systematically optimize your site and content until you rank"
 - ✗ "I work on your SEO"
 - ✓ "I write strategic blog posts targeting priority keywords"
 - ✗ "It depends"
 - ✓ "Here's the realistic timeline: 2-3 months for movement, 4-6 months for top positions"
 - ✗ "I use AI" (unless asked)
 - ✓ "I use advanced tools with my personal oversight" (if asked)
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THE ONE-SENTENCE PITCH

"I build you a complete 15-page website in 2 weeks, then write a strategic blog post every week targeting keywords your customers are searching for—all for \$497/month."

Practice until you can say this naturally in one breath.

FINAL REMINDERS

- 📌 You're delivering MORE than before (15 pages vs 5-10)
- 📌 You're being MORE specific (weekly blog posts vs "optimization")
- 📌 You're charging LESS than agencies (\$597 vs \$1,200+)
- 📌 You're providing MORE value (\$34K vs \$6K cost)
- 📌 You have a SCALABLE system (can handle 50+ clients)

This offer is a no-brainer for the right client.

Go sell it with confidence. 🚀