

# Marketing: Get in Front of the Right People

Book 2

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# Introduction

Welcome to Marketing: Get in Front of the Right People – Book 2. This book is your practical guide to building simple, repeatable marketing that actually generates leads, without complicated software, jargon, or overwhelm. You'll learn how to show up where your customers already spend time, say what you do in plain language, and create a basic funnel that reliably turns attention into conversations and then into paying customers. Each chapter is designed for small business owners who need results quickly, with examples you can copy and adapt immediately.

- Chapter 1: Lead Generation Basics
- Chapter 2: Choosing Your Channels
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## How to Use This Book

Read one chapter, apply the steps the same day, and keep your efforts consistent. You don't need to be perfect—just present. To help you visualize the ideas, each chapter includes a relatable small-business example (car detailer, home organizer, photographer, lawn care, mobile pet groomer). Use the examples as templates for your own business.

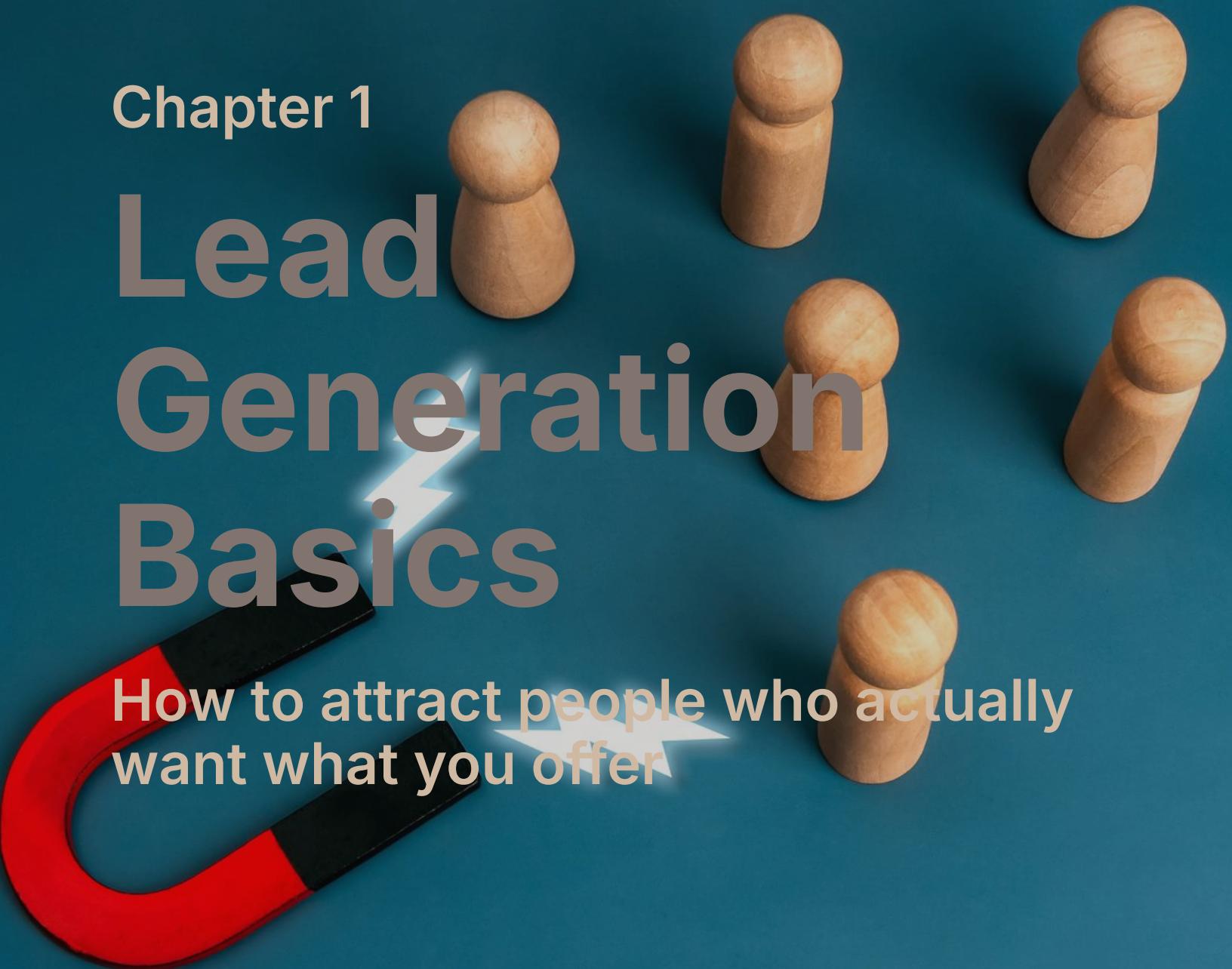
## What You'll Come Away With

- A simple definition of a lead and a system to create them daily
- A short list of right-fit channels (no more posting everywhere)
- A clear message and position that customers remember
- A 3-step beginner funnel you can launch this week
- A tiny set of numbers that tell you exactly what's working

Chapter 1

# Lead Generation Basics

How to attract people who actually want what you offer



Lead generation is how you get people to raise their hand and say: "I'm interested." A lead is not a customer yet. A lead is not a sale. A lead is not money in your bank. A lead is simply someone who wants more information, someone who may want to buy, someone who needs your help, or someone who matches your ideal customer. You cannot grow a business without leads. No leads = no sales. No sales = no business. This chapter shows you how leads really work — not the fancy version you see online — but the simple version small business owners need.

## What This Means

A lead is simply a person raising their hand for more info. They're closer to buying than a random viewer, but they still need clarity, trust, and a simple way to contact you. Leads appear when the basics are in place: visibility, clear messaging, and proof. If you are missing any one of those components, the flow of new conversations dries up.

## Why This Matters

Most businesses don't need better sales skills. They need more people to talk to. If only three people know you exist, it doesn't matter how good your offer is. Lead generation solves that problem. When you know how to get leads, sales become easier, you stop chasing people, your revenue becomes more consistent, you stop depending on luck, and your business stops feeling random. Lead generation is the fuel that keeps your business alive.

# A Simple Example: Car Detailing

For this chapter, we'll use a car detailing service. A car detailer solves a simple problem: "My car is dirty and I don't have time to clean it." Most detailers think leads will come from word of mouth (maybe), posting once on Facebook (not enough), parked-car signs (iffy), or hoping someone magically finds them (never works). Hope is not a marketing plan. You need a real system. Let's break it down.

## Where Leads REALLY Come From

- People seeing you — Awareness (Do they even know you exist?)
- People understanding you — Clarity (Do they know what you offer?)
- People trusting you — Credibility (Do they believe you can help?)

If any of these are missing, you don't get leads. Imagine you're a mobile car detailer. You drive to people's homes and clean their cars. Here's what a simple, working lead generation system looks like.

# **Step 1: Get Seen — Go Where Customers Already Are**

For a car detailer, customers hang out in places like neighborhood Facebook groups, apartment communities, car owner forums, local car meets, coffee shops with good parking, local small business markets, and yes—driveways and garages. You don't need 50 places. You need 2–3. Most owners fail here because nobody knows they exist. If 100 people see you, maybe 10 care. If 10 people see you, maybe 1 cares. If 1 person sees you... that's not a strategy. Visibility matters.

# **Step 2: Show What You Do — Keep It Clear**

Avoid jargon. Replace "Offering deluxe interior-exterior detail packages" with: "I make dirty cars look brand new. I come to your house. Takes 90 minutes. Message me if you want yours done." Clear. Simple. Direct.

# **Step 3: Prove It — Real Before/After**

People don't trust words; they trust proof. A car detailer only needs three before-and-after photos, one photo of them working, and one sentence explaining the service. You don't need movie-quality photos—just a clear difference. If you can make a car look 2X better in a photo, you will get leads. Proof beats talking.

# **Step 4: Make Contact Easy**

If someone has to fill out a long form, visit a complicated website, call and wait, send an email, or download an app, they won't do it. Use: "Message me here if you want your car detailed." Add fancy tools later. Your MVP contact method should be simple.

## Step 5: Stay Active — It Compounds

Lead generation is not something you do once. It's something you do every day. Show up consistently: one post a day, one before/after photo a week, one local group comment a day, one simple reminder every few days. Small actions compound fast. You are not annoying people; you are reminding them you exist. People only buy when they are ready—not when you want them to be ready.

### What Lead Generation Is NOT

- ✗ Doing nothing and hoping
- ✗ Posting once and disappearing
- ✗ Talking in complicated business language
- ✗ Making 20 different services
- ✗ Trying to be perfect
- ✗ Waiting for people to find you

Lead generation is simple: Get seen. Be clear. Show proof. Make contact easy. Repeat. That's it. Most owners fail because they don't stay consistent long enough for it to work. You plant seeds today, more seeds tomorrow, more the next day. After a few weeks, messages start coming in, people start recognizing your name, and you become the "car detail person" in the community. Obvious businesses win.

### Your Lead Generation System (Recap)

- Show up in 2–3 places your customers already exist.
- Use simple, clear messaging anyone can understand.
- Use before/after photos for proof.
- Make it easy to contact you.
- Stay consistent — every day or every few days.

One-sentence version: "I make dirty cars look new again. I come to you. Message me if you want yours cleaned." That sentence will beat complicated marketing 100% of the time.

# Chapter 2

## Choosing Your Channels

# Pick the places where your customers already spend time

A marketing channel is just a place where you can show up and get in front of the right people. It could be a social media platform, a local group, a physical location, a website, a marketplace, or an email list. Channels are simply paths that lead customers to you. This chapter teaches you how to pick the right channels — so you stop wasting time in the wrong ones.

## Why This Matters

You don't need to be everywhere. You only need to be where your customers are. Most small business owners fail because they try to be on every platform, copy what big companies do, spread themselves too thin, post randomly without a plan, and waste time on channels that don't fit their customer. When you pick the right channels, you get more attention, better leads, save time and energy, become consistent, and actually enjoy marketing. The right channel gets you to the right customer; the wrong channel creates burnout and no results.

## Example: Home Organizer

A home organizer solves: "My house is messy and I can't keep up." Ideal customers are busy moms, families with kids, people who feel overwhelmed, people who want a fresh start, and people who care about home aesthetics. The key question: where do these people spend time? If your customer is a busy parent, they are not spending hours on LinkedIn, Reddit, or Twitter/X. But they are spending time on Facebook, in local groups, on Instagram, in parent communities, on Pinterest, and in neighborhood apps. Show up where they already hang out.

# The Three Types of Channels

## 1) Social Channels

These are online places where people scroll and see content. For the organizer: Facebook (especially mom groups), Instagram (before/after photos), Pinterest (organization ideas), TikTok (quick transformations). You don't need them all—one or two strong ones beat five weak ones.

## 2) Local Community Channels

These are near where customers live: local Facebook groups, neighborhood apps like Nextdoor, apartment complexes, PTA groups, local bulletin boards, events, and mom meetups. These work because proximity matters—your buyer is nearby and ready to act.

## 3) Direct Outreach Channels

Reach out personally: DM people who post "My house is a mess," reply to local group questions, offer free 10-minute phone assessments, message warm referrals, leave simple flyers at daycare centers. This is the fastest way to get early leads—you don't need a giant audience, just a few real conversations.

# Avoid Spreading Too Thin

One channel done well beats ten done badly. Burnout happens when you try to post everywhere, learn every platform, compare yourself to influencers, chase trends, and quit too soon. You only need two channels to grow a small business: one social and one local or direct. That's enough.

## Picking Channels: Step-by-Step

Step 1: Ask where busy parents spend time → Facebook, Instagram, Pinterest.

Step 2: Ask where they already talk about their problems → local groups, mom groups, Pinterest searches.

Step 3: Choose one social + one local → Instagram (photos) + local Facebook groups (moms asking for help)

Step 4: Use direct outreach as a booster → comment when someone asks for organizer recommendations, message someone who posts about feeling overwhelmed, reply to "Does anyone know..." posts. This is enough to get consistent leads.

# Why Simplicity Wins

Marketing isn't complicated or technical. You don't need a big audience, daily content, or perfect branding. You only need to show up where your customer already shows up. If busy moms spend the day on Facebook, your channel is Facebook—not TikTok, YouTube, or LinkedIn. Simple beats fancy. Relevant beats random.

## The “Channel Fit” Test

- Your ideal customer is there
- Your offer makes sense there
- You can show proof easily
- You enjoy posting there (or can tolerate it)
- People respond when you show up
- You see conversations about your problem

If you check most of these boxes, you found the right channel. If not, drop it. Let's put it all together: Ideal Customer — busy moms and families. Best Social — Instagram (visual proof), Pinterest (home inspiration). Best Local — local Facebook groups (tons of parent activity). Best Direct — DM people who ask for organizer recommendations. One-Sentence Version: “Pick one social channel and one local channel where your customer already exists, and show up consistently.”

# Chapter 3

## Simple Marketing Message & Positioning

Say what you do in a way real people understand

Your marketing message tells people what you do, who you help, and why it matters. Your positioning is how you stand out in the customer's mind. Together, they answer the question: "Is this for me?" If your message is confusing, too long, too clever, or too boring, people won't care. They won't click, ask questions, or visit your site—they'll keep scrolling. This chapter teaches you to speak simply so anyone can understand and act.

## Why Clarity Wins

If people don't understand what you do, they can't buy. Your offer could be great, but if you talk in circles or use fancy words, people tune out. A clear message makes you easy to understand, remember, trust, and buy from. That's the secret behind businesses that grow fast.

## Example: Photographer

A photographer solves: "I want great photos, and I can't take them myself." But many photographers write: "Lifestyle, candid, portrait, editorial, and natural-light photography." No regular person talks like that. A busy mom says: "I need family photos." Use human language: "I take stress-free family photos that look warm, natural, and real." If your grandmother wouldn't understand your explanation, it's too complicated.

## Answer These Three Things

- What you do — "I take family photos..."
- Who you do it for — "...for busy parents..."
- Why it matters — "...so you can have beautiful memories without the stress."

Put together: "I take stress-free family photos for busy parents so you can have beautiful memories without the stress." That is a complete, clear message.

# Positioning: Choose Your Lane

Positioning is how customers see you compared to others. Photographers can be the stress-free photographer, the quick-session photographer, the kids specialist, the beautiful edits photographer, the budget-friendly photographer, or the high-end photographer. If you don't pick a position, the market picks "generic," and generic businesses get generic income.

## Don't Be Everything

Trying to appeal to everyone makes you invisible. A mom who wants family photos will choose "I'm the photographer who works great with kids and makes photo day fun" over "I do weddings, events, real estate, cars, portraits, birthdays, headshots, and more." Specific wins every time.

## Build Your Message (Step-by-Step)

Step 1: Ideal customer — busy parents who want beautiful family photos.

Step 2: Their real problems — kids won't sit still, they feel awkward, they hate long shoots, they're stressed, they want natural photos.

Step 3: Describe your offer in simple words — short sessions, easy posing guidance, natural warm happy photos.

Step 4: Create one sentence. Options: "I take stress-free family photos for busy parents who want warm, natural pictures." Or: "I make family photo day easy with short, relaxed sessions that capture real smiles." Or: "I help families get beautiful photos without long poses, stress, or frustration."

# Use Your Message Everywhere

Put your clear sentence on your website, social profiles, bios, posts, ads, and flyers. Repetition builds recognition. Recognition builds trust. Trust leads to sales. Many owners get this wrong because they over-explain, use industry terms, try to sound smart, and forget customers don't know their world. Speak the customer's language.

## The Little Kid Test

If a 10-year-old can repeat your message, it's good. If not, rewrite it. Bad: "I specialize in editorial and lifestyle portrait work." Good: "I take nice family photos." Keep it clear, short, human.

## Final Snapshot

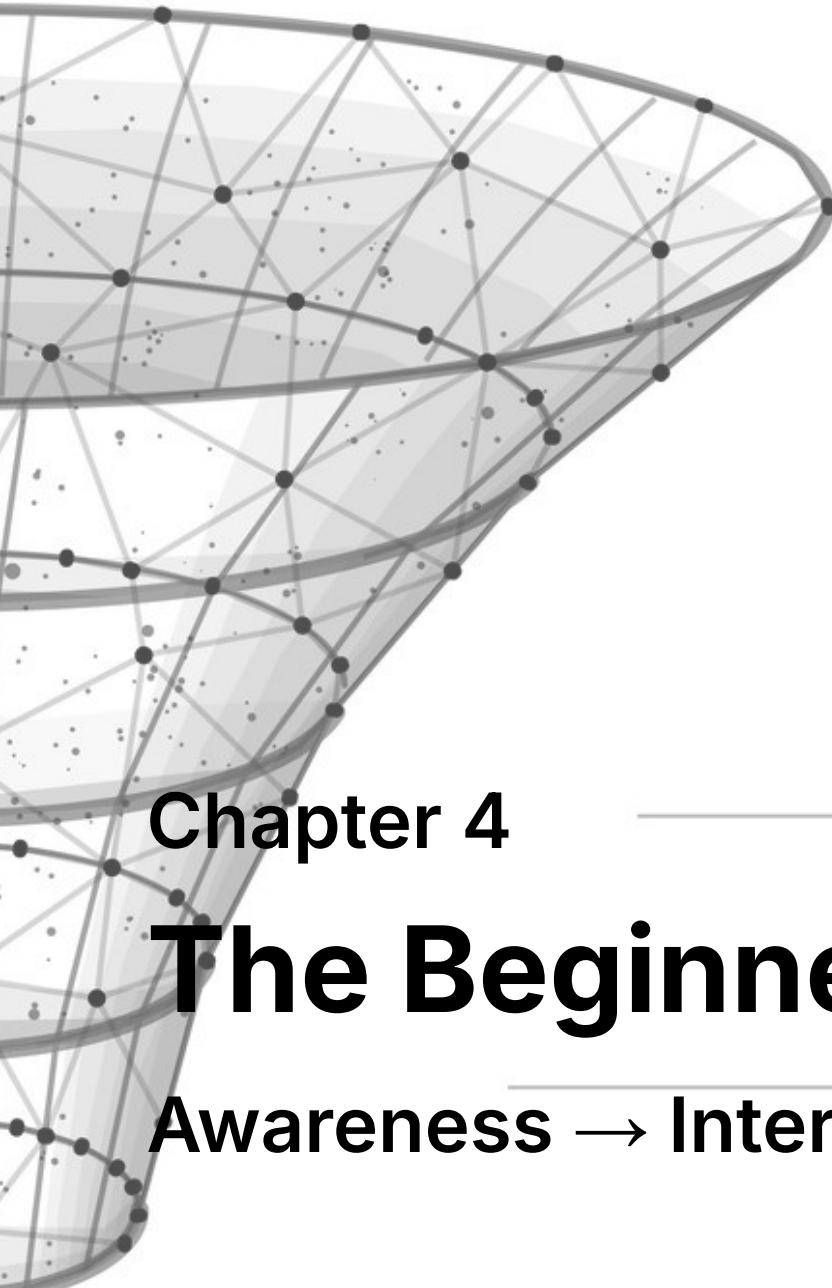
Problem: Parents want great photos but photo day is stressful.

Simple Offer: Short, easy, natural family photos.

Position: Stress-free photographer for busy parents.

One-sentence message: "I take stress-free family photos for busy parents who want warm, natural pictures without the stress."

This clarity simplifies marketing, sales, posting, and lead generation.



Chapter 4

# The Beginner Funnel

Awareness → Interest → Lead

A funnel is a simple way to map how strangers become customers. Beginners overcomplicate funnels with landing pages, email automation, pop-ups, fancy software, and diagrams that look like spaceship manuals. None of that matters at your level. A beginner funnel is three steps: Awareness (people discover you), Interest (people pay attention), Lead (people raise their hand and ask for more info). Simple, clear, human.

## Why This Matters

If people don't know you exist, they can't be interested. If they're not interested, they can't become leads. If they're not leads, they can't buy. Your funnel is the path people take to discover you and reach out. If this path is broken or unclear, your business will always feel unpredictable.

# **Example: Lawn Care**

A lawn care company solves: "My yard looks bad and I don't want to deal with it." We'll walk through a real beginner funnel using a lawn-mowing service. Awareness happens when they see your truck, watch you mow a neighbor's yard, see a local group post, a flyer, a before/after photo, your yard sign, or a neighbor's recommendation. Step 1 is awareness which isn't glamorous; it's simply being seen. You cannot skip it.

## **Step 2: Interest — Why They Pause**

A small group pauses and thinks, "My yard could use this..." Interest is sparked by clear before/after photos, simple language, a clean-looking lawn, "We mow every week so you don't have to," friendly intros, seeing you work locally, or a neighbor's testimonial. Interest is emotional: "My yard looks like that BEFORE photo. I want that AFTER photo. I'm tired of mowing. I work too much." Interest happens when you show the problem, solution, and outcome—visually and simply.

# Step 3: Lead — Hand Raised

A lead is someone who moves from "I'm interested" to "I want more info." For lawn care, messages like "How much do you charge?" "Do you service my area?" "Can you come this week?" count as leads. Leads arrive by text, DMs, comments, calls, emails, or a simple contact form. The key is they initiated contact because your path was clear and easy.

## Putting It Together

Awareness: you post a before/after in a community group; 100 people scroll past, 10 stop. Interest: those 10 think, "My grass looks worse than that BEFORE." You caption: "I mow lawns weekly so you don't have to. Message me if you want yours done." Lead: 3 people DM you—rates, front-yard only, availability Friday. Your funnel worked. Most beginners fail at awareness—they don't show up, post, share their work, or remind people they exist. Low awareness leads to low interest, low leads, and impossible sales.

## Your Simple Funnel Formula

- Awareness = Show up
- Interest = Show value
- Lead = Make it easy to respond

People rarely buy the first time they see you. They need repetition, reminders, proof, trust, and time. Your funnel strengthens every time you show up again. Consistency compounds. Final one-sentence summary:

"A simple funnel is just being seen, being clear, and being available."



# Chapter 5

# Tracking Basic Marketing Numbers

+ Know what's working so you can do more of it

Tracking your marketing numbers means paying attention to a few simple metrics: how many people saw you, how many cared, how many reached out, and how many became customers. It's not complicated or data-heavy. It's simply knowing the basics so you stop guessing. This chapter focuses on the only numbers that matter for a beginner—the ones that actually help you grow without spreadsheets or complicated tools.

## Example: Mobile Pet Groomer

A mobile groomer solves: "My dog is dirty but it's a hassle to visit a grooming shop." The groomer drives to clients' homes and handles everything on-site. In this business, consistency matters—appointments, routes, reminders—but growth only happens when you track the core numbers and adjust quickly.

## The Four Numbers You Need

### 1) Awareness — How many people saw you?

Think views on posts, people who saw your flyer, cars that passed your van, people in a local group, website visitors, and story views. For a groomer: 200 people saw your city dog owners' post, 80 people viewed your Instagram story, 15 visited your website. If awareness is low, nothing else works.

## **2) Interest — How many people cared?**

Interest means people paused: likes, comments, clicks, watches, questions. For the groomer: from 200 views, 40 likes, 12 comments, 5 saves. If interest is low, your message or proof isn't connecting; try clearer captions or better before/afters.

## **3) Leads — How many reached out?**

A lead asks something real: pricing, openings, service area, breed or size questions. For the groomer: 3 DMs and 1 phone call equals 4 leads. This shows your path to contact is easy and your offer is appealing.

## **4) Conversions — How many booked?**

From 4 leads, 2 appointments book: 50% conversion. Now you can see where to focus. Low conversions? Simplify your offer, add a basic package, reply faster, or include a quick quote script.

# Diagnose with the Numbers

- Low Awareness → show up in more right-fit places, repost best proof, add one local group.
- Low Interest → clarify message, stronger visuals, highlight outcomes and convenience.
- Low Leads → add a call to action, simplify contact ("Message me to book"), reply fast.
- Low Conversions → refine pricing/package, remove friction, offer quick booking times.

## Track Without Spreadsheets

Use a notes app, notebook, whiteboard, or a simple weekly checklist. Example — Week of March 1–7: Awareness: IG post 300 views; Local group 450 views; Van visibility ~100 cars/day. Interest: 35 likes, 10 comments, 8 saves. Leads: 6 DMs, 2 calls. Conversions: 5 bookings. That's enough to see what's working and what to do next.

## Small Tweaks, Big Jumps

Start posting before/after videos → interest jumps. Post in one extra local group → awareness jumps. Reply faster → leads increase. Simplify your offer → conversions improve. Numbers reveal cause and effect so you can repeat what works and stop what doesn't.

## Feelings vs Facts

Most owners say, "I think it's working," but feelings aren't facts. Numbers are. Track weekly to stay calm, avoid panic, and grow predictably. Your basic dashboard might read: Awareness 750, Interest 53, Leads 8, Conversions 5. Interpretation: awareness good, interest strong, leads healthy, conversions great. One-sentence summary: "Track how many people saw you, cared, reached out, and booked — and you'll know exactly how to grow."

# **9-BOOK DIY CURRICULUM MAP**

*"All nine books together build a predictable revenue machine."*

# Simple Interpretation for Small Business Owners

Books 1–3 teach you how to *get customers*.

Books 4–5 teach you how to *keep customers*.

Books 6–8 teach you how to *run the business behind the scenes*.

Book 9 teaches you how to *lead the business like a CEO*.



# PHASE 1— FOUNDATIONS

*What you sell, who you sell it to, and how people find you.*

## 1. PRODUCT (Start Here)

Build something people want → understand problem, customer, offer, landscape, MVP.

Unlocks: Marketing + Sales effectiveness.

## 2. MARKETING

Now that you know your offer and customer → learn to generate leads.

Unlocks: Sales pipeline consistency.

## 3. SALES

Once leads are coming in → learn to convert them into revenue.

Unlocks: Customer Success workflows and financial predictability.

Why this phase matters:

You go from "*I have an idea*" → "*I can attract and close paying customers.*"



# PHASE 2 — DELIVERY SYSTEMS

*How you turn customers into raving fans and repeat buyers.*

## 4. CUSTOMER SUCCESS

Once sales convert customers → you learn to onboard, deliver, and retain.

Unlocks: Recurring revenue + testimonials + operational clarity.

## 5. OPERATIONS

Now you systematize the entire delivery engine: SOPs, checklists, templates, processes.

Unlocks: Quality control, scalability, and reduced chaos.

Why this phase matters:

You go from "*I can sell*" → "*I can consistently deliver and retain.*"



# PHASE 3 — BUSINESS INFRASTRUCTURE

*Tools, numbers, and people who make the machine run.*

## 6. TECHNOLOGY

Once operations are forming → you add the tools that support scale (CRM, website, email, payments).

Unlocks: Data visibility, automation, and speed.

## 7. HUMAN RESOURCES

Once delivery is predictable → you hire and train people to help.

Unlocks: Delegation, team growth, and freeing the founder.

## 8. FINANCE

Once business grows → you install financial basics

(bank accounts, bookkeeping, cash flow, budget, taxes).

Unlocks: Correct pricing, healthy margins, and sustainable growth.

Why this phase matters:

You go from "*I do everything manually*" → "*My business has real systems and support.*"



# PHASE 4 — SCALING THE BUSINESS

*You become the CEO instead of the operator.*

## 9. GOVERNANCE

Once you have customers, systems, tools, finances, and a team → you implement the rhythms and standards that keep the business aligned.

Includes:

- Comp plans
- Cultural standards
- Planning rhythms
- Promotions/exports
- Decision-making framework

Unlocks:

- True leadership
- Predictable growth
- A business that runs without you

Why this phase matters:

You go from "*I built a business*" → "*I operate like a CEO.*"