

LOCAL MARKETING HACKS

WITH JESSE RAZO

WIN THE ENVIRONMENTAL GAME

WORKSHEET

Are you ready for the **HACKS** that will help you transform your mindset & **WIN** the **ENVIRONMENT** game of business in **2020 & BEYOND?**

WEBSITE PERFORMANCE & OPTIMIZATION HACKS!

Checklist:

- ☐ Join the "[Local Marketing Hacks](#)" Facebook Group
- ☐ Watch all the training videos in MODULE #1
- ☐ Go to [Google PageSpeed Insight](#) & Enter your web page URL >> **ANALYZE**
- ☐ Record your results below & Share your results w/ a [Local Marketing Specialists](#)
- ☐ [Subscribe](#) to the RazoRSharp Networks YouTube channel, watch our [Tactical Web Reviews](#)
- ☐ Record **Facebook Live Video**, introduce yourself & share your experience with MODULE #1. Ask **QUESTIONS**, seek **KNOWLEDGE & WISDOM!**

Website URL: _____ Score: _____

- ☐ Check this box to have Jesse Razo do a "Tactical Website Video Review" for your business.
- ☐ Check this box to receive **FREE** content via email

Top 3 Opportunities

1. _____
2. _____
3. _____

THE LOCAL MARKETING TOOLKIT



Are you in a position to invest **\$2,994.00** into your business today to access the **software, tools & coaching** you need to **DOUBLE** or **TRIPLE** your business in the next 12 months? **Learn More**



ON A SCALE OF 0-10 HOW COMMITTED
ARE YOU TO TAKING ACTION AND
GROWING YOUR BUSINESS TODAY?

0 - 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

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NOT THAT COMMITTED I'M ALL IN

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MOBILE, MAP, & VOICE SEARCH HACKS!

Checklist:

- ☐ **Watch** all the training videos in MODULE #2
- ☐ **Go to** the RSN >> [Business Scan](#) & **Enter** your business information
- ☐ **Record** your results below & **Share** your results w/ a [Local Marketing Specialists](#)
- ☐ **Log in** to the "[Local Marketing Hacks](#)" Facebook Group
- ☐ **Record Facebook Live Video** share your experience with MODULE #2. **Ask QUESTIONS**, seek KNOWLEDGE & WISDOM!

Website URL: _____ Score %: _____

- ☐ **Check this box** to have Jesse Razo do a "Tactical Website Video Review" for your business.
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LISTINGS WITH WRONG OR MISSING:

1. Business Name Score % _____
2. Address Score % _____
3. Phone Number % _____

The fastest way to improve how your business shows up online is the RSN [Business Powerlisting Software](#)

*Part of the Local Marketing Toolkit

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LOCAL MARKETING FUNNEL HACKS

Checklist:

- ☐ **Watch** all the training videos in MODULE #3
- ☐ **Complete** the worksheet below & **Share** your results w/ a [Local Marketing Specialists](#)
- ☐ **Log in** to the "[Local Marketing Hacks](#)" Facebook Group
- ☐ **Record Facebook Live Video** share your experience with MODULE #3. **Ask QUESTIONS**, seek KNOWLEDGE & WISDOM!

Website URL: _____ Total # Reviews: _____

- ☐ **Check this box** to have Jesse Razo do a "Tactical Website Video Review" for your business.
- ☐ **Check this box** to receive **FREE** content via email

Top 3 Review Sites

1. _____ # Reviews _____
2. _____ # Reviews _____
3. _____ # Reviews _____

The fastest way to increase your customer reviews is the RSN [Review Automation Software](#)

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THE HACKS THAT CHANGE EVERYTHING

Checklist:

- ☐ **Watch** all the training videos in MODULE #4
- ☐ **Complete** the survey below & **Share** your results w/ a [Local Marketing Specialists](#)
- ☐ **Have \$2,994.00 to invest today?** [Book time with Jesse Razo](#)
- ☐ **Log in** to the "[Local Marketing Hacks](#)" Facebook Group
- ☐ **Record Facebook Live Video** share your experience with MODULE #4. **Ask QUESTIONS**, seek KNOWLEDGE & WISDOM!

INTRODUCTION TO THE GR8 MARKETING SYSTEM

"NEVER HAVE ANOTHER DAY WITH ZERO REPAIRS AGAIN!"

Generate Steady Customer Repairs, Every Day, Regardless of Your Price Point or Market!

*Gain Access to The GR8 Marketing System for PDR & Hail Repair Companies in the Local Marketing Toolkit.

- **RESEARCH** - Identify your DREAM CUSTOMERS and understand the primary triggers and desires that make them buy.
- **REORGANIZE** - Get attention from your dream customers, even if you're in a crowded, highly competitive marketplace.
- **REBRAND** - Launch your BIG MARKETING IDEA and start generating new sales without wasting time or money.
- **RELATIONSHIP** - Deploy FRAMEWORK to deepen and improve existing customer relationships.
- **REVIEWS** - Sell for customer reviews to improve market perception of your product(s)/service(s).
- **REFERRALS** - Deploy FRAMEWORK to increase and incent referral business.
- **RECURRING/REPEAT BUSINESS** - Track customer LTV and develop a FRAMEWORK for recurring business.
- **REVIEW & ANALYZE** - Track and scale your business by growing your traffic, lead flow, and new customers even more.

NEED SUPPORT? FILL OUT THE SURVEY BELOW

Finish this sentence. I am a PDR Owner / Technician

How extensive is your marketing list?

- ☐ I'm in trouble - Don't have one!
- ☐ I'm just getting started with building one
- ☐ I have one but don't use it
- ☐ Have a healthy marketing list

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On average, how much revenue does your business currently bring in per month?

- ☐ \$0K-\$50K
- ☐ \$50K-\$100K
- ☐ \$100K-\$250K
- ☐ \$250K-\$500K
- ☐ \$500K-ABOVE

What's the biggest struggle or challenge you face with attracting more high paying customers right now?

- ☐ I can't get enough PDR customers
- ☐ My business is stuck, can't grow my PDR business
- ☐ I don't have enough money to scale my PDR business

Those with [last response] issue typically suffer from 1 of 3 [roadblocks / mindsets].

Tell me, which of these Paintless Dent Repair issues you suffer from the most?

- ☐ My ads have failed in the past
- ☐ I don't know if my ads are working
- ☐ I don't know how much a customer cost
- ☐ I don't know how to build a marketing list

Lastly, this may not seem like it matters, but "Who do you think is the best talk show host of all time"... because that could matter a whole lot!

- ☐ Johnny Carson
- ☐ Oprah Winfrey
- ☐ Phil Donahue
- ☐ David Letterman
- ☐ Steve Allen

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