

Module 7 to 9 — Step by Step Action Plan

Congrats on completing modules 7 to 9! By now you should have gone through the Google ads portion of the course.

You should now know exactly how you can guarantee customers using the “*Google Guaranteed*” program.

Here is your step by step action plan for this module:

Step 1 - Fully understand the “*Google Guarantee*” local service ads program

- You’ll be helping local businesses that qualify for this program
- You’ll get paid a \$97-\$197 setup fee to help them set up their account
- Charge \$500/month for monthly management + review management
- You can also add the review management as a separate service

Step 2 - Understand how Google Ads work

- Google ads are for those that are already looking for a product/service
- 3 Main components of Google ads: Keywords, Ad & Landing Page
- With Google ads, it’s easy to look at the successful competition & emulate
- Fully under the various keywords types (exact, broad etc)

Step 3 - Practice Google ads + “ *Google Guarantee* ” pitch decks

- Practice the Google ads pitch deck + presentation script
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