



Ready-Built HVAC Website/Social Media TRANSFORMATION PLAN

Pass out your business card to thousands of potential clients TODAY!

Within 3 business days of client submission of completed 1-page Website Set-up Form, we get you online with a professional internet storefront website and help guide you to establish a local professional presence for your HVAC services.

Client Business Benefit Objectives: (as reported by our enrolled clients)

- **Cost Effective Lead Generation:** Lowest cost means to pass out your company's business card 24/7 to 8 out of 10 buyers who go online to buy your service.
- **Present a Professional Image:** Your professionally designed HVAC website is a great way of instilling confidence and looking bigger than you may be. Your primary competitors may already have a presence on the Internet. Your website should allow you to show consumers that you are simply better.
- **Improve Customer Service:** Your online forms should allow customers to request quotations or ask for more information.
- **Gather Information and Generate Valuable Leads:** Rather than going out and getting leads, let them come to you.
- **Provide Instant Gratification:** People are busy and don't like to wait for information. Give them what they want, when they want it.
- **Great Recruiting Tool:** Whether you are looking for talent or posting job opportunities with your company, your website is a great recruiting tool for building your business.

During week #1:

1. We schedule your first Growth Strategy Session with your assigned Business Fitness Coach.
2. Upon completion of session, Business Fitness Coach will send you a 1-page Website Set-up Form for you to download, complete, fax/scan, and send back to us for configuring and prepare for going online with your Website.
3. Client is notified when to redirect client's Website URL address's to our Server#1 and Server #2 server's addresses.
4. Client is also provided a password to access his Website's "Administration Portal" to post his own blogs, set up specials, and create home pages for each city/town he serves, and link his website to his Facebook and/or Twitter accounts.
5. Client is encouraged to enhance his website's local presence by downloading and following the Ready-Built HVAC Website User Guide Appendix section to create inbound links from search engine approved directories and social media sites.
6. Client is also given permission, during his active Ready-Built subscription, to copy and paste our website bi-monthly blogs to his other social media sites.