DOMINATE
THE TOP

SPECIAL REPORT

The 3 Easy Steps
to Get Prospects Calling
so You Generate More Revenue
While Spending Less Time
(and Less Money) Marketing...

JEFFREY KIRK

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By Jeffrey Kirk

Part of the "Dominate the Top" training series

This Detailed Report was Created for Those Who Want an Easy Way to Get More Prospects Calling Their Business Month After Month

Get More Prospects, More Clients, and More Revenue

Have you ever thought that <u>it should be easier to get new clients</u>?

Have you seen the internet as a potential solution, but it hasn't done as much for you as you would like?

That's what we're going to solve today. This report is designed to help you turn the situation around so you can easily get new clients from your internet presence!

First, let me point out that **the problem you're facing is not your fault**. As a small to medium size business, **the odds are stacked against you.**

But when you know the issues, and how to fix them, you can easily overcome the obstacles. This way you put your business on a solid footing. And this allows you to compete with any business, even if it's much larger and more established.

The Problem of Visibility (or the lack of it)!

The first thing to consider is whether or not you have an **invisible website**. Do you?

What I mean is, at some point you went through the effort to get a website for your business, right? You found someone who could create it. You published it to the world, and then you waited…

And waited… And waited some more…

Where are all the prospects you expected? Where are the potential customers you know who are searching online?

You followed a typical path to getting online, so **why isn't it working?**

Unfortunately, your website developer did not start with visibility in mind.

3 Ages of Business Visibility

Before I get to **your** website visibility, let's consider that there have been 3 distinct "ages" of business visibility on the internet. These ages have evolved over time…

We can refer to these ages as the Age of Y____, the Age of K____, and the Age of P____.

These days most businesses online have moved beyond "the Age of Y____" and are attempting to take part in "the Age of K____" even though we're now in the "the Age of P____"!

That's like saying most businesses have moved beyond the stone age and are attempting to take part in the iron age even when humanity reached the industrial age. They won't survive!

Or it's like saying most businesses have moved beyond selling VHS tapes, but they are still trying to sell DVDs even though streaming is now available.

That means most businesses are focused on the wrong things!

For your business to survive, you must adapt to the age we're in!

Let's take a look at these online ages which are 3 distinct parts within the broader information age…

The First Age… The "Age of Y____"

First, what is the Age of Y? **Y stands for <u>Yellow Pages</u>**.

When the first organizers of online information got started, they used the model they and their audience were already familiar with, directories set up like the yellow pages in a phone book, alphabetical categories with businesses listed in alphabetical order.

This meant that when searching for something, the advantage went to businesses based on the spelling of their names…

In other words, if you searched for plumbers, a list would show up in this order…
- Al's Plumbing Company
- Best Plumbing Company
- Chicago Plumbing Company

There were many online directories, some quite popular, but when Yahoo came along in 1994, they took over and dominated the online directories.

If you wanted visibility, if you wanted your business to show up in a search, you had to be listed with Yahoo, but your rank depended on where your business fit alphabetically among your competitors.

The Second Age... The "Age of K____"

But we're beyond the Age of Yellow Pages now. Most businesses know that and are trying to be part of the Age of K____ (even though we're beyond that too)!

Before I tell you what K____ is, let's go back to your site visibility…

If you have a custom website, think back to when you started the web development project. Was your primary goal to get your site **showing up in the search results?**

Most likely not. For many businesses, their primary goal is to have a website that nicely represents their business online. You want a website that gives you credibility when visitors arrive there.

But since <u>credibility</u> - or showcasing your business - is the primary goal, <u>visibility</u> gets lost.

And it's even worse if you don't have a custom website. If you have some type of cookie-cutter website, like those often provided to franchise owners or independent agents of a larger company, it's even worse.

Because here's a problem I see far too often…

When you have a templated website, the best-case scenario is that your site looks like dozens, or even hundreds, of other websites. **It blends in, and Google cannot distinguish it from others.** There is no reason to rank your site ahead of any other site.

But that's not the whole story. It gets even uglier…

In some cases, the provider of the site does not want <u>your site</u> to compete with <u>their site</u>. That means the site they gave you is specifically designed so that it will **never show up in the search results!**

Regardless of how you got your site, custom or template, if it was not designed for visibility, no one will find your website because it **doesn't show up high enough** in the search results.

Therefore, the credibility you wanted, and the business boost you thought you would get, goes to waste unless you are out networking, meeting with people, and giving them your business card with your website address on it.

Of course, you can choose to spend big bucks advertising your website so that people can learn about it. But isn't that just creating extra work for yourself?

Does any of this sound familiar?

This is basically the same place businesses were at in the late 1990s when Google came along. Google was launched in 1998 and did not use a directory to present information. They had a whole new approach, a new idea…

And though they weren't the first, Google was most instrumental in ushering in the Age of K! **K stands for <u>Keywords</u>**.

Everything was about keywords. What are the important key phrases that people would search for? Get those into the pages of your website and you could quickly move to the top!

In other words, a sample list of plumbers would show up in different orders depending on the search…

For example, a search for "best plumbing company in Chicago" could give this order:
- Best Plumbing Company
- Chicago Plumbing Company
- Al's Plumbing Company

Problems of Manipulation and Complexity

The problem is that web developers and search professionals abused keywords! It was really easy to rank websites for any topic you wanted by manipulating certain elements of a website.

But Google wanted to become the number 1 search engine. And they knew that to do that, they needed to have the best, most accurate, search results anywhere…

They had to keep improving the algorithms to eliminate fraud and manipulation to ensure that whenever anyone does a search, they get results that meet their needs.

By doing this, Google became the top search engine. Currently (as of November 2022) Google has more than 92% of the global search engine market share. Yahoo, which was king, is down to 1.23%, in 3rd place, well behind Bing and slightly ahead of YANDEX.

As the complexity increased, search engine optimization (SEO) companies had to step in to help businesses adapt to the changing search landscape.

Unfortunately, these companies could use that complexity to withdraw large sums of money from businesses that didn't know simpler and less costly methods were available.

Most businesses are still stuck in the Age of Keywords!

Keywords Are No Longer the Most Important Things

Don't get me wrong, keywords are still important, but for most small businesses, businesses that serve a local market, keywords are not the most important thing anymore. There is something better because we're moving into the Age of P____!

From the Age of Yellow Pages to the Age of Keywords, the leaders all but disappeared. That's what happens when an age changes…

And that's why this is so important. You could have the best business, like Yahoo, but the age is changing again, and you could be left behind. Or you can use the shift to your advantage to get ahead of more dominant businesses.

I'm not going to tell you what the Age of P____ is at this point. You're going to have to wait a bit so I can show you the important steps you can start doing today to **get more prospects calling so you can generate more revenue while spending less time and less money marketing**…

The first thing we must do is get your **web presence to be more visible** so people can find you without you having to find them first! That's why this is Step #1 on your path to a profitable internet presence, the first step in getting prospects to call you.

But remember, we're not in the Age of Keywords anymore, so our first priority is not search engine optimization. Today, **we are not concerned about fixing the keywords in your website**.

There are several things you can do, and should do, to increase visibility of your business online.

But today, in this report, I am going to give you the FASTEST FREE way to leapfrog your competition and get a top spot in the Google search results for anyone looking for your product or service in your local area, **regardless of the condition of your website**, regardless of whether you have performed any SEO or not…

<div align="center">

You must claim and properly use your "Google Business Profile"!

</div>
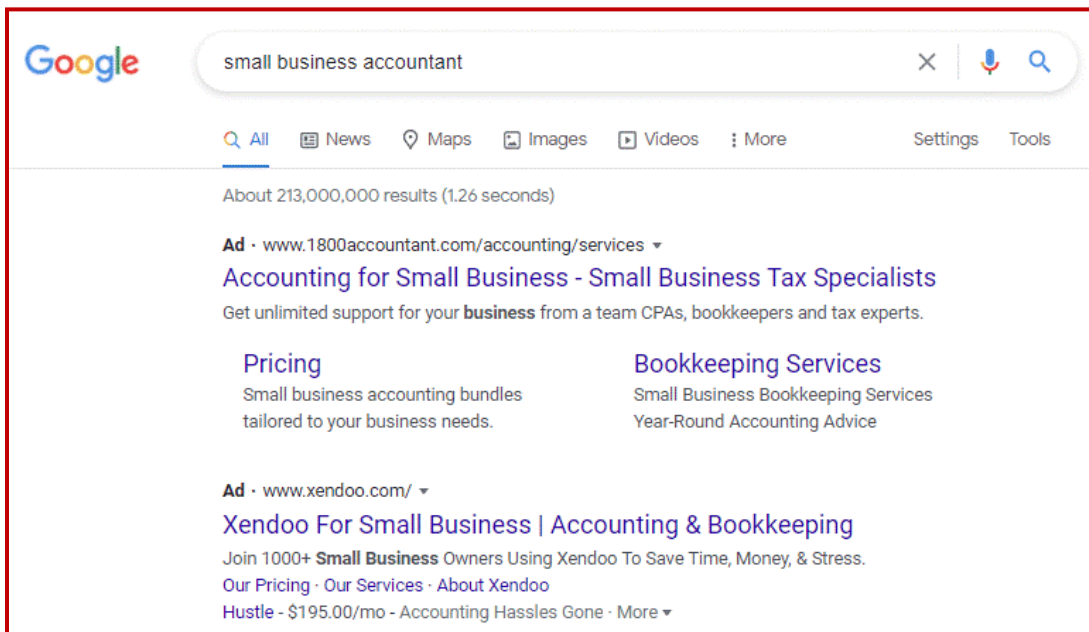
Let's take a look at the 3 easy steps to claim and properly use your profile…

Step #1 – Create/Claim Your "Google Business Profile"

What do I mean by your "Google Business Profile"? Let me show you.

For example, if you go to your internet browser and search for "small business accountant" you will see several things in the results.

At the top you will see paid advertising, like this:

Paid ads are always on top because the top is a premium location, and advertisers pay Google for those spots.

Notice the little bold text on the upper left of each listing that says "Ad"… This shows the searcher that it's a paid ad and not a regular search result.

And, if you scroll down, you will find the old-style search results, which look a lot like the ads without the "ad" indicator.

This is what we call **"organic" search results**. Showing up here is what people work for when they perform search engine optimization.

Everyone wants to be on page one, close to the top… This organic section is the part of the page that **used to give the best results** and where everyone thinks they want to appear. But this thinking is Age of Keywords thinking…

Here's that same search showing some of the organic results:

www.linkedin.com › company › ewh-small-business-ac… ⋮

EWH Small Business Accounting S.C. | LinkedIn

EWH **Small Business Accounting** S.C. | 487 followers on LinkedIn. Make Smarter Business Decisions | Bottom Line. We Love Accounting. If it weren't for …

www.indeed.com › … › EWH Small Business Accounting ⋮

Working at EWH Small Business Accounting: Employee …

Reviews from EWH **Small Business Accounting** employees about EWH **Small Business Accounting** culture, salaries, benefits, work-life balance, management, …

www.thumbtack.com › Business ⋮

The 10 Best Small Business Accountants Near Me - Thumbtack

Top 10 **small business accountants** near you · 1. SYNQMINE LLC. Exceptional 5.0. (11) · 2. Quickbooks&Taxes. Very good 4.6. (18) · 3. Safwat & Marston Inc. Top …

www.shopify.com › Shopify Blog ⋮

Small Business Accounting 101: How to Set Up and Manage …

Feb 1, 2020 — How to do **accounting** for a **small business** · Open a bank account · Track your expenses · Develop a bookkeeping system · Set up a payroll systems …

Unfortunately, in today's busy and competitive world, it is usually very difficult and **sometimes nearly impossible for a small business to get a top position**… you might end up on page 2 or 3, and your site will rarely be seen.

We all know that the higher up the page your business appears, the better.

The good news is there is one more location that often shows up on search results pages. It comes from the Business Profile data…

Usually, right after the paid ads, and prior to the older-style organic search results, you will find **local businesses on a map**.

For you, this is the most important part of the page!

The Best Part of the Search Results

Here's the "small business accountant" search again, but this time showing the local listings. There are only three businesses shown, and a link to view more…
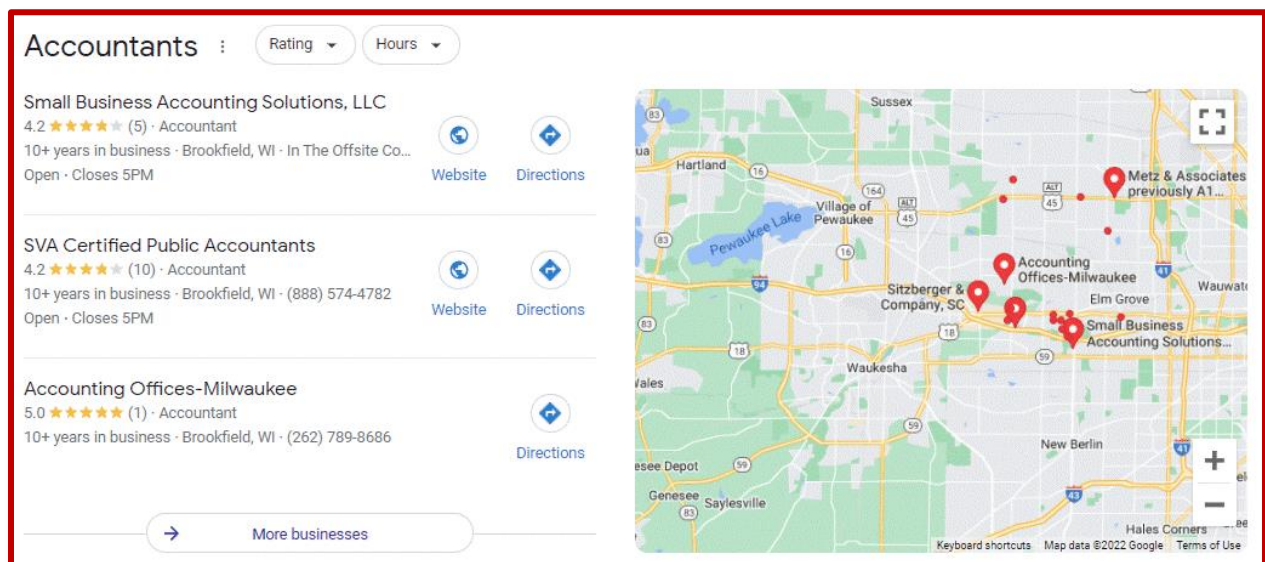
Here is the same search after clicking the "More businesses" link. I only show a few, but there are often ten or more additional listings. **Notice that they show the listings on a map with a little red pin:**
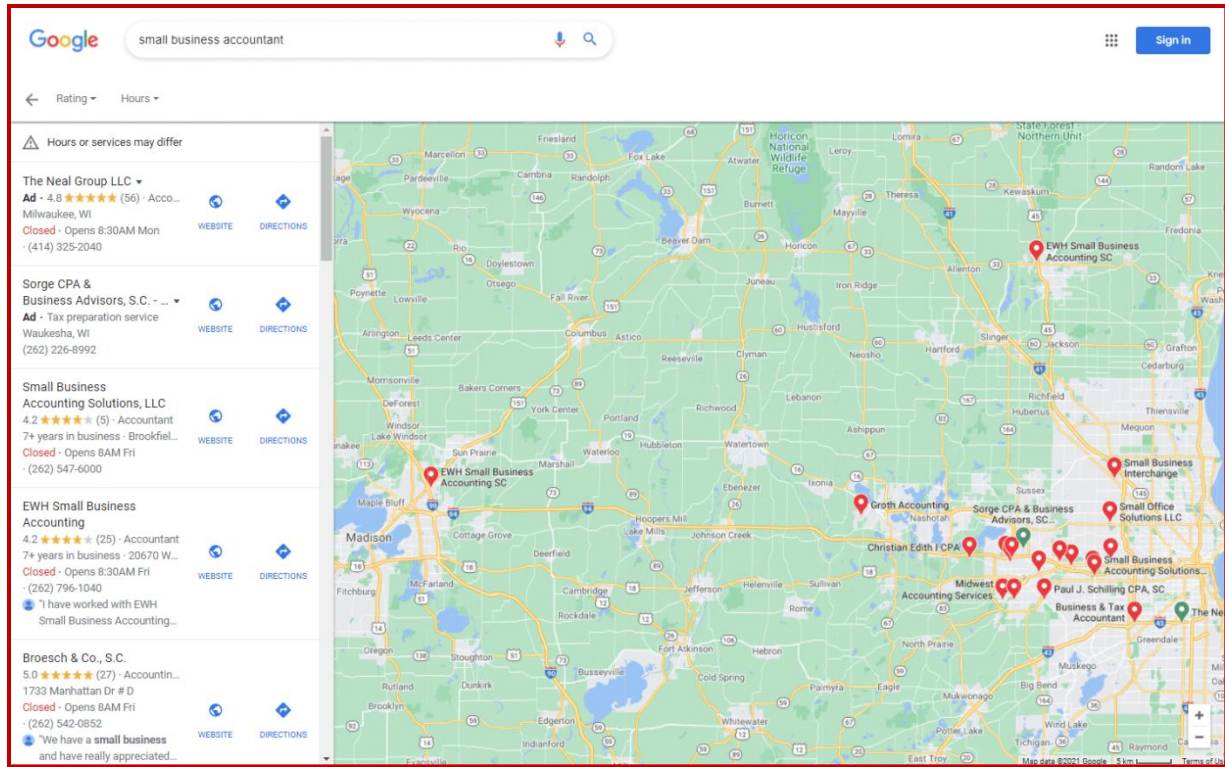
Several years ago, Google realized that the search advantage was going to the large national companies who could throw a lot of money at SEO, and who, by their large size, could gather a lot of online attention.

These larger businesses often ended up at the top, ahead of local providers, stealing any advantage for **smaller, locally based businesses** like yours. You don't have as much money to throw around, and you are not getting attention nationwide, so what chance would you have in the search results?

Fortunately, Google recognized the problem, saw your pain, and created a local search section specifically to highlight businesses that are local to the searcher.

They feature only 3 businesses in that part of the search results. If you click one of the businesses, you will see more details about that business. If you click the "More businesses" link it shows you more options, more businesses relevant for the search.

You want your business to be listed in one of the first 3 spots! (so you are seen without the searcher having to click "More businesses").

When this happens, it means that Google features your business high in the search results, and **they also provide extra information**, including directions to your office and your phone number, right in the search results!

This spot is so visible in the search results, and has so much value, that I call it the **Money Zone**™!

You Want Your Business in the Money Zone

How great will it be when your business always shows up in the Money Zone? **I'm going to show you exactly how to get your business into that valuable search location**.

But first, you need to know how your business is positioned now so you know what to do next…

When Google started **showcasing local businesses,** they used all kinds of public information to create their starting list. If your business has been around a long time, odds are good that Google already created a business profile for you.

If your business is relatively new or is affiliated with a larger company, then you may not have an existing "Google Business Profile".

Let's find out so you can start in the right place…

Do This Right Now!

Here is your first action step. It will only take you a few minutes to do, so I recommend taking this action right now. **This step is very easy and very important!**

First, go to Google and do a **search for your business name**. That's easy, right? And it's important because what shows up, determines your next steps. Below, I will cover each of the possible scenarios.

For example, here are search results for "Century 21 On The Lake"…

Like this example, when you search, you should see your website on the left. And if you have a Google Business Profile, you'll see your business featured in a panel to the right. It will look something like this:
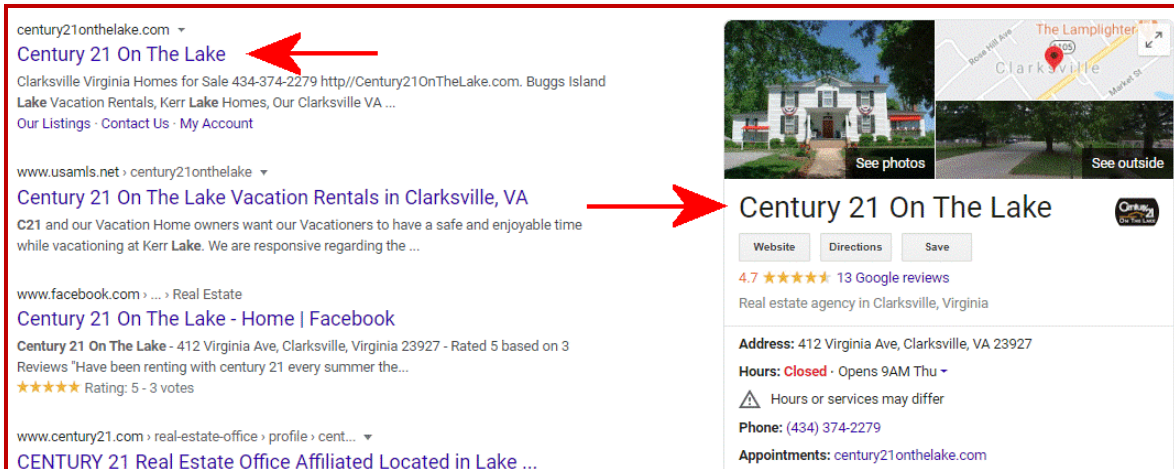
Or, if you have multiple locations, it will show up as a block of businesses with a map. If you see a block like this, then click on your specific business.
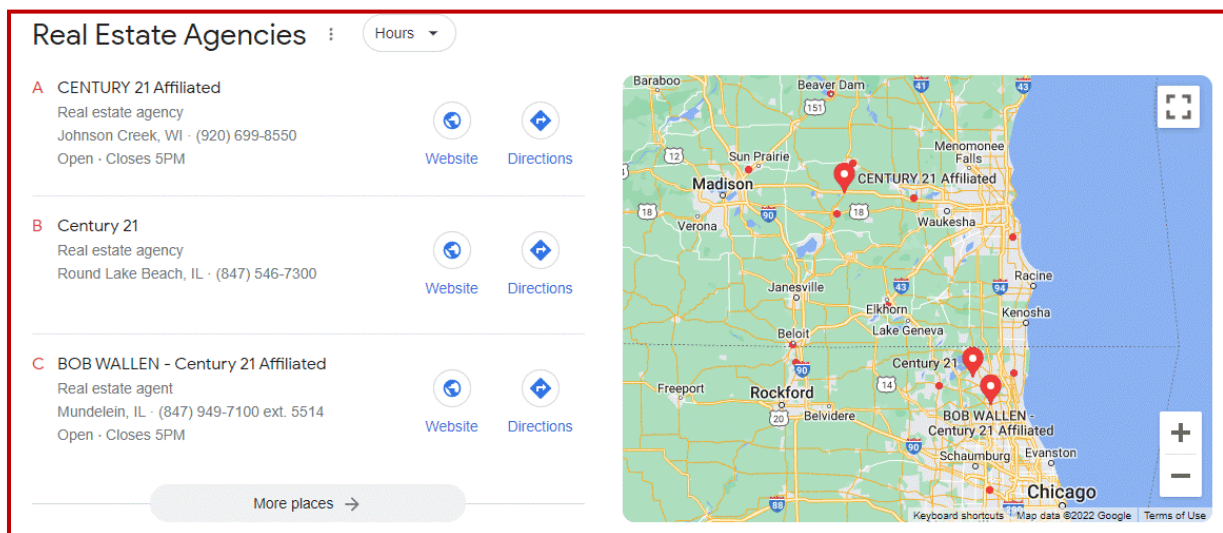

What if your business does not show up at all? I'll address that for you (skip to the "Do This If Your Business Is Not Found" section below). But first let's see what you should do if you DO SEE your business…

Do This If Your Business Shows on the Side or on the Map

If your business is <u>found</u>, there are two things I want you to look at.

First, **verify that Google has your business properly classified**. In this example, I would want to see "Real Estate Agency" or "Real Estate Agents". This classification shows right under your business name as shown here for Century 21 On The Lake:
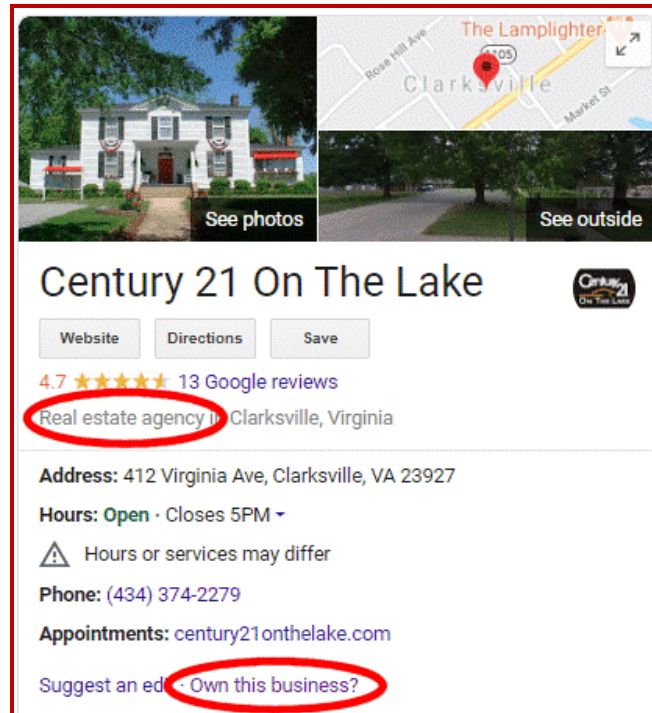
Of course, you want the classification to match your particular business. If it is correct, great! If not, make a note of it.

Second, look for this question: **"Own this business?"** near the bottom of the listing. You can use this link to get access to edit the listing.

Here's a key point…

If it does not say "own this business" anywhere in that panel but instead says, "**Edit your business information**" then **you already have access** to modify the information that Google knows about your business, and that's a good thing.

That means the profile is already connected to your account. That is what we want to achieve, so if it already says, "Edit your business information", then you are finished with Step #1 and you can **skip ahead to Step #2: Optimize Your Google Business Profile** to make sure your profile is fully complete.

However, if your listing says, "own this business?" then go ahead and click that link. Upon doing so, you will see one of two different scenarios…

First Possibility: Your Business is Already Claimed

If you see this window, your profile is already claimed.
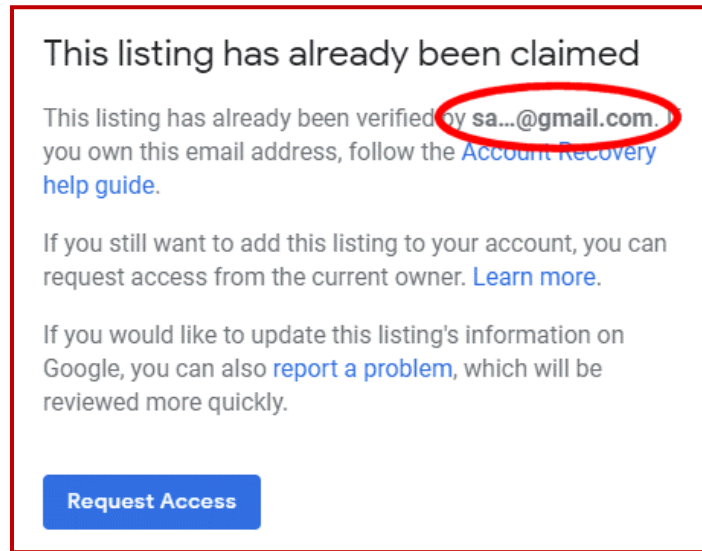
Google shows part of the email address of the person who verified the claim so make note of the email address fragment as shown circled in this example…

If you recognize the email address fragment, discuss the profile with the person who holds that email address.

If you do not recognize the email address, and you need access to the listing, click the **Request Access** button to start the claim process. When you do that, the current owner gets an email that looks like this…
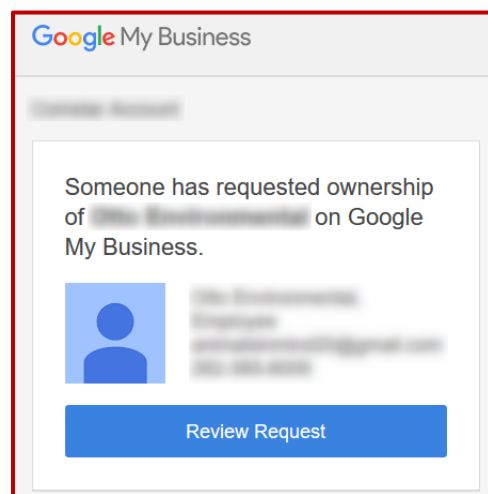
Follow each of the steps as presented. You should receive a confirmation message from Google stating that you have requested access and it will take up to 7 days to process.

Within a week you will either have access or the request will be denied. If denied, you can appeal the decision. This process will walk you through the steps to verify the account and take control. Once you have control, continue with **Step #2: Optimize Your Google Business Profile** to complete your profile.

Second Possibility: Your Business is Not Claimed

If, on the other hand, when you clicked the "own your business" link, the listing had not been previously claimed, then you will see a different page:
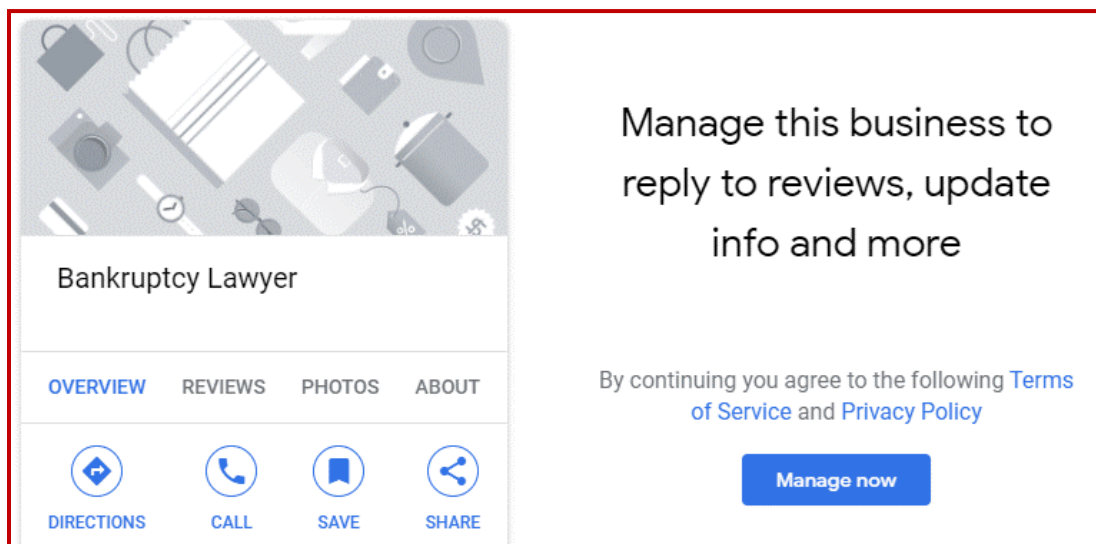
In this case, click the **Manage Now** button. Follow the steps through the claim verification process.

Note that some businesses can be verified over the phone. This is the fastest option. Others will receive a postcard in the mail to the business address. If the postcard is your only option, it's important to watch for the postcard to arrive because you will need the verification code that comes with it.

If you would like to watch a video about claiming your Google Business Profile, I put this one on YouTube.

Even if you cannot finish verification right away, you can still **skip ahead to Step #2.**

Do This If Your Business Is Not Found

Now I'm going to cover one more scenario… **What do you do if your business is not found when you search for your business name?**

In this case, go to **www.google.com/maps**. Type in your business name comma city. For example, "007 Cars and Gadgets, Milwaukee" (without the quotes).

If your business shows up this way, follow the instructions in the "Do This If Your Business Shows on the Side or on the Map" above.

However, if your business still cannot be found, then look to the bottom of the left column. You will see a link that says, **"Add a missing place"**, as shown in the image below. Click that link.
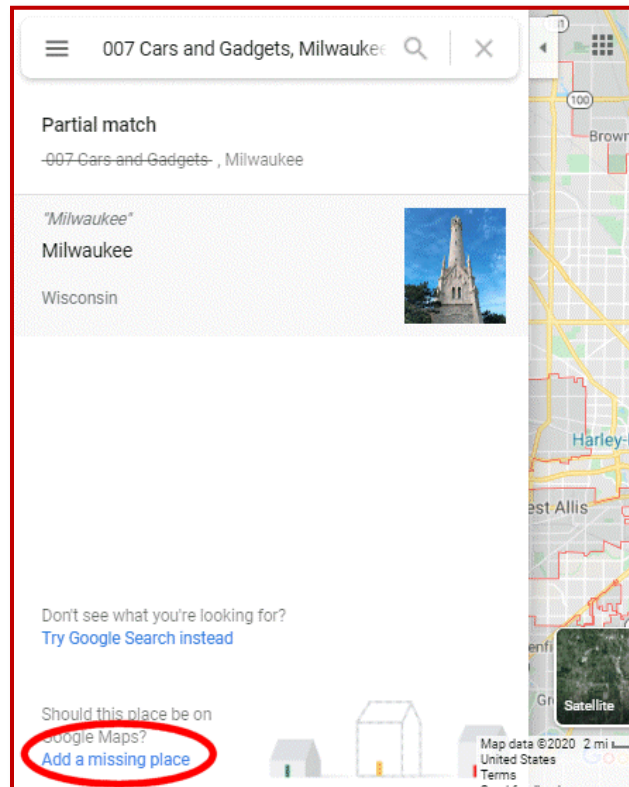
A window opens where you can add your business name, category, address, and other useful information. Then you can click the **Claim this business** link right away.

In most cases, when you **claim your business** and add some of the details that Google wants, Google will reward you with a top position within just a few weeks!

Of course, the results you get will depend on whether your competition has already claimed their profiles.

If so, you will want to take some extra time to provide Google with more details about your business.

If you would like to watch a video about adding a new Google Business Profile, I put [this one on YouTube](#).

Okay, now that your business profile exists, let's move on to Step #2…

Step #2 – Optimize Your Google Business Profile

Now that you have claimed a Google Business Profile and have access to edit it, **it's important to provide all the information Google asks for**.

You don't have to do it all at once though. You can return at any time to your Google Business Profile by going to https://google.com/business. If prompted, click on your business to manage the listing.

You'll know you're in the right place if there is a menu on the left side which has your business name and address at the top. Below that it says, Home, Posts, Info, Insights, Reviews, etc. It will look like this screen shot. Click the "Info" item in the menu.
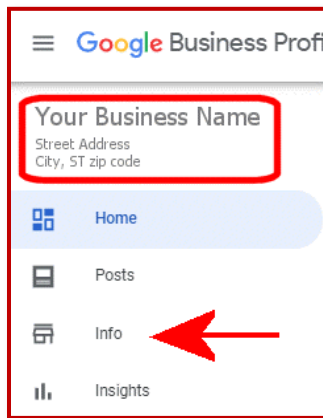
When you click Info, you'll see a page like this one…
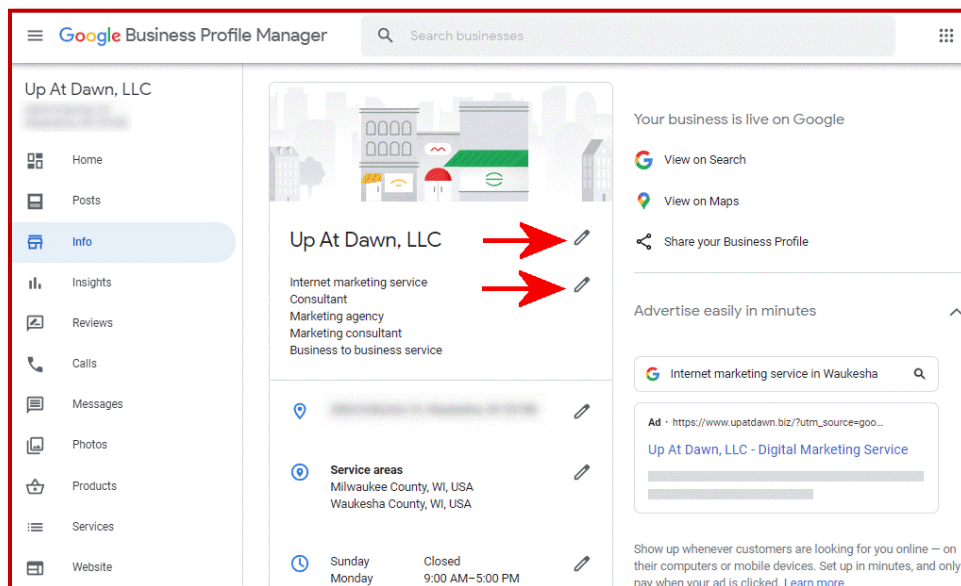
…Or Google might take you to the newer experience right in the search results. In this case it will look like this…
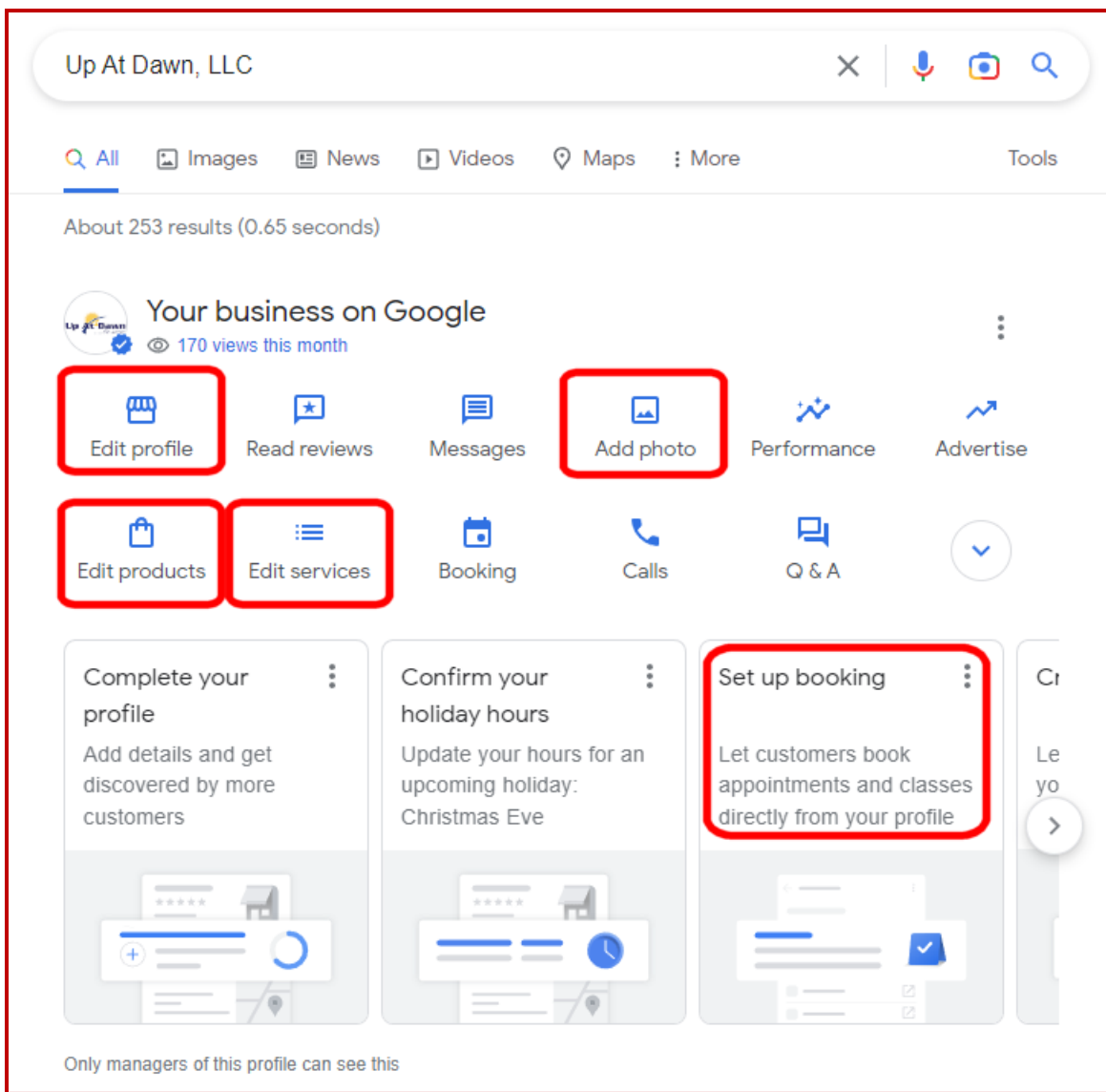
If you see the older profile style (shown on the previous page), click a pencil icon (as marked by the red arrows) to edit that bit of information. If you would like to watch a video about optimizing your Google Business Profile, I put [this one on YouTube](#).

If you see the newer style right in the search results (as shown immediately above), you can click on each of the red boxed areas to access the various data sets that are described on the following pages…

Business Name

This should be filled in with your real-world business name, the same one you use on signs and business cards. Your **city name and search keywords do not belong in this field** unless they are always actually part of your business name. You will see other businesses that do this incorrectly, but they are violating Google's policy and could be penalized for it. Always follow Google's guidelines for best long-term results.

Business Category Selection

The field below your business name is your business category. The choice you make here influences your business ranking in local searches so choose wisely.

You can only have one primary category. This should tell Google, as close as possible, what your business is. Only the primary category will be displayed to the public, so put your most important category in that slot.

Then add additional categories from Google's list, if applicable. Use as many as possible, as long as they truly relate to your business. Note that you cannot define your own categories. You must pick from the list that Google provides.

Business Location

For best results, let customers see your business location on Google **by adding a street address**. If you don't have a location, you can leave it empty. In this case, focus on "service areas" instead. But, by putting in an address, you can get a pin on the map which helps when people are searching for what you do.

You can include suite or office number with the address or click the "add line" link, to put it on the next line. Current best practices suggest that using the # sign instead of the word "suite" is preferred. But ultimately, this is for customer experience since Google will ignore the suite anyway.

Service Areas

Below the address, you'll see the service areas data. Here you can indicate where your business provides service.

In the "search and select areas" line, enter city, county, state, zip code, country, whatever area(s) make the most sense for your business. There is a limit of 20 service areas per business.

Hours

You should enter your regular business hours so that clients know when you are available. Google will dynamically change the status of your listing as well, based on the time of the search. In other words, searches outside normal hours will show your business as closed.

Likewise, you can use the "special hours" section for holidays or any other date that might have unusual hours.

You can leave the hours blank if you have a situation where you don't want anyone to ever visit your location.

Phone Number

Like the category field, you can enter more than one phone number. The first one is your primary number and will be displayed.

If your business uses several different phone numbers, add the extra ones as secondary numbers. This way when Google finds another phone number associated with your address online, it won't think there's another business. Google will know the number is associated with yours.

Website

Enter the primary URL of your website here. For most businesses, the home page address works best. However, if you have multiple locations in different communities, each location can have its own Google My Business listing. In that case, each location can also use the URL of the location page on the website.

Furthermore, you can add tracking codes to the URL if you want to track clicks from the My Business listing to your website. (This is advanced, so don't feel you have to do it.) If you do, it will look something like this: https://yourbusiness.com/?utm_source=google&utm_medium=local&utm_campaign=gbp

Utm_source, utm_medium, and utm_campaign are the tracking variables, whereas google, local, and gpb are the values that can be changed

depending on where the tracking codes are used. In this case we're using "google" to signify that it's a Google search, "local" since we're in the local results, and "gpb" because the click originated from the Google Business Profile.

Appointment Links

This section will let you give searchers a direct link to the appointment page on your website. If you have such a page, put the link in here. You can also link to a contact page if you don't have a full-blown appointment page.

Services

Not all types of businesses have the opportunity to add services, but if you do, take advantage of it.

Initially, the primary category will match the category you entered in the Business Category Selection. But unlike the category section, you can define your own services. Each one can include up to 120 characters.

Each of the categories you previously selected can have its own list of services.

There is a second type of services listing as well. In this option you will have the ability to enter a service description and price in the listing.

Products

Like Services, not all types of businesses have the opportunity to add products, but if you do, it is a good idea to take advantage of it.

You can add a product category, product name, product description, include an image, and add a price or price range. Optionally, you can also add a button to link to the product page on your website.

About This Person, Accessibility, Activities, Amenities, Crowd, Dining Options, Highlights, Lodging Options, Offerings, Payments, Planning, Popular For, Service Options

Google picks potential attributes that may be applicable to your business in any one or a combination of the titles above. Click on those that apply.

Business Description

You get 750 characters to describe your business. You should describe what you offer, what sets you apart, business history, or anything that is helpful for your customers to know. Focus on details of your business instead of promotions, prices, or sales. Do not include links. But include a call to action.

Opening Date

What was the date your business was first open at this address? Setting this is optional, but if you decide to do so, then both year and month are required.

Photos

According to Google, "*Businesses with photos receive 42% more requests for driving directions to their location from users on Google, and 35% more clicks through to their websites than businesses that don't have photos.*"

Those seem like good reasons to include photos in your listing! At a minimum, be sure to add your logo so that Google will display it as part of your business profile. But more is better, so if you can add at least one photo in each category, that is beneficial.

Three categories of photos are always available – logo, cover, interior. For logo and cover you can choose a single photo. You can add several interior photos. If you are presented with the ability to add more photo types, use them as well.

In addition to photos, there is also a prompt for you to add videos if desired.

Assuming you have completed all the steps up to this point, you now have a **verified and optimized Google Business Profile**.

Congratulations! Now that you have the proper foundation, **your business is qualified and positioned to take advantage of Step #3**…

Step #3 – Get Google Reviews

While Step #1 gets you qualified to show on the map, and Step #2 helps Google understand your business, Step #3 is the one that makes the first two steps worthwhile!

If you get Step #3 right, you can overcome many other problems. When you do this right, you truly cash in. And the reason is this…

In order to get new clients who are searching for your business online, it's not good enough to simply show up on the first page of the search results anymore.

And if your business serves a local audience, then **showing up on the map is not enough either**. Because **that space is shared with competitors**. And, we're in the "Age of P____"!

As you know, people are online and searching for providers who can solve their problems, whether that means they are hungry and looking for pizza, they need a plumber to fix their leaking water heater, or they need an accountant for their business…

When these searchers go to Google, **they are looking for quick results**.

That means the businesses featured in the Money Zone are the most likely to win new customers.

In fact, to compete, a business must appear in the Money Zone…

This is the best part of the search results <u>for your business</u> to appear! **You definitely want your business in the Money Zone!**

So how does Google know which businesses it should feature in the Money Zone?

The Third Age… The "Age of P____"

The work you did in Steps #1 and #2 combined gets you **qualified** to appear in the Money Zone, but it does not guarantee it. Your competitors might also be qualified.

Getting a constant stream of high-quality Google reviews is one of the factors that moves business into the top 3 positions, the Money Zone positions.

In fact, if you serve a local market, in a specific geography, **the best thing you can do is build a solid reputation with Google reviews**…

Google says that "*high-quality, positive reviews from your customers will improve your business's visibility…*" And they go on to say, these reviews will "*…increase the likelihood that a potential customer will visit your location*."

In other words, if you have the best Google reviews, then Google gives you a top spot more frequently and across a wider geographic area, meaning more searching prospects find your business!

And that's important because according to Forbes, "*90% of consumers read online reviews before visiting a business.*"

To see for yourself how important reviews are, take a look at this screen shot of plumbers…
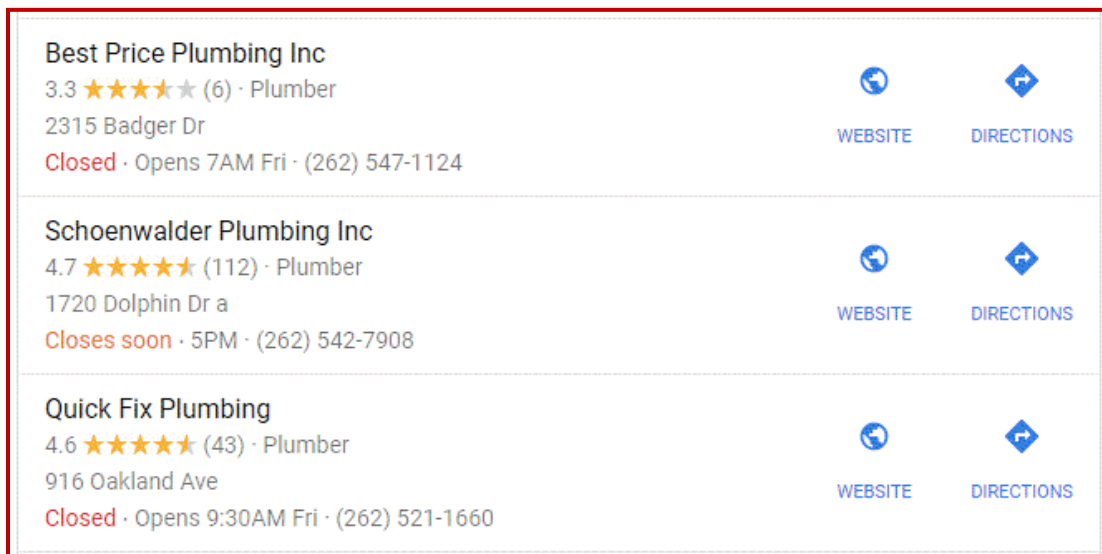
What stands out about these? If you know nothing else about these businesses, which one are you most likely to call?

The first one, Best Price Plumbing, says they have the best price, but they certainly do not have the best reviews. At the time of this screen shot, they

had only 6 reviews total and an average score of 3.3. They may be showing in the top position of the Money Zone, but that doesn't matter.

Anyone who sees this will look at all 3 spots. The entire grid is the Money Zone. (In case you're wondering, Best Price Plumbing shows first because they are physically closest to where I was when I did the search. This is a good example of why adding your address to your business profile is so important.)

In the second position we see Schoenwalder Plumbing. They have a 4.7 rating with 112 reviews. And Quick Fix Plumbing has a 4.6 rating with 43 reviews. Quick Fix Plumbing is doing pretty good, but Schoenwalder is strong! Schoenwalder has many more reviews and a slightly higher average.

If you only had time to make one call, it would most likely be to Schoenwalder simply based on the power of their reviews. Are you with me on this?

In this example, Best Price Plumbing and Quick Fix Plumbing have names based in the Age of Keywords. Schoenwalder Plumbing does not, but since they have embraced the Age of P____, they will get more calls.

What is the Age of P____? This is the **Age of Proof**!

Why Do Searchers Want Proof?

People don't want to use a business simply because Google shows it. They want to use a business that truly meets their needs.

And people can determine whether a business meets their needs by reading real reviews with real proof of performance!

That means if you don't have enough reviews, or you don't have good reviews, you are losing customers!

The Age of Proof is not dominated by the keyword-based Google search results. **The Age of Proof requires effectively setting up and using your Business Profile on Google to the full extent**. Doing this enters your business into the Age of Proof…

Your business must show up in the Money Zone and use reviews to differentiate your business from your competition!

The problem is… **You need to get high quality reviews, get many reviews, and get new reviews consistently**. Failure on any one of these points keeps your business vulnerable.

Since most businesses simply wait for reviews to come along, the odds are against them. It's too easy to get bad reviews. And it's too difficult to get enough good reviews consistently… unless you have a system that makes it all easy!

Most businesses go about getting reviews all wrong. Either they ignore the process entirely which leaves them vulnerable as I already stated, or they have cumbersome processes that they don't want to do, and their clients don't want either.

If neither you nor your clients are comfortable with your review process, then you're going stop doing it. And the moment you quit; your reviews get old.

And **old reviews are not helpful!** Businesses change. No one cares that your business was good last year, they want it to be good today when they need you.

Here's evidence… According to BrightLocal, "*86% of consumers say they only look at reviews from the past three months, while a huge 73% say customer reviews must be from the last month to influence their choice to use a local business.*"

I want to show you a simple process to get all the reviews you need in a way that is easy for you and enjoyable for your clients.

If you join me on an upcoming training, I'm going to show you 3 secrets to get Google to feature your business and practically force your prospects to call you.

I'll show you how to gain an unfair advantage for your business so you can leapfrog your competition without spending any money on ads or SEO.

I will show you everything you need to know and there's time for Q&A at the end, so you'll understand and be able to take the steps for your business.

Register here.

OK, let me recap…

There are 3 steps to focus on if you want to get online prospects calling you so that you can generate more revenue while spending less time and money on your marketing.

Those 3 steps are:

- **Create/Claim Your "Google Business Profile"**
- **Optimize Your Profile**
- **Get Google Reviews**

Claiming your business and optimizing it should not take more than a couple hours at the most, perhaps much quicker if there's already a good base of information in your listing.

Getting Google Reviews, on the other hand, requires consistent effort. Reviews work best when they arrive naturally over time. Join me on an upcoming free training to see how **you can do this easily and effectively**.

I hope that you gained some real value from the information provided here. I know that if you follow the steps and stick with the recommended process, you'll experience a new business success story of your own as your free Google Business Profile turns into an overflowing cashbox!

Sincerely,

Jeffrey Kirk

P.S. I really want to see you at the training. I've got some really great bonuses ready for you. These will help you get the online results you have always wanted faster and easier than ever before. Register now.

About The Author

Jeffrey Kirk has been working with businesses and their websites for the past 28 years. That's about 26 to 27 years longer than many self-proclaimed gurus. In this time, Jeff has helped thousands of businesses improve their internet presence.

> **"One of the most intelligent, straight forward and honest individuals I know; with clients, friends and anyone he has ever worked with."**
>
> **Robert Knecht - General Manager at Great Day Improvements, LLC**
> **Manufacturer of Major Brands: Stanek Windows/Patio Enclosures/SoftWall Systems**

He enjoys helping business owners like you make great progress in their businesses using the internet as a powerful tool.

A few years ago, Jeff authored a book called, **"Dominate The Top: Simple Website Fixes To Rise In The Search Results And Crush Your Competition"**.
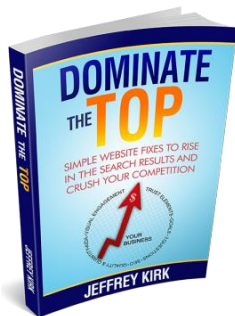
Until your business is seen, nothing happens. *Dominate The Top* is about giving search engines what they want so that your site becomes visible in the search results.

Dominate The Top also shows you how to influence searchers, so they click your link and take the actions you want them to take once they get to your site.

Get a **FREE** copy of the book at www.dominatethetop.com.

So here's what you've got now in this report…

Jeff shows you **3 Easy Steps** to get prospects **CALLING** so you generate more revenue while spending less time (and less money) marketing…

And since you've gotten this far, you're clearly ready to **get the new clients you deserve**. Jeff invites you to join him on an upcoming **Free Training**. You'll see how to gain an unfair advantage over your competitors.

Click here to register or go to www.upatdawn.biz/webinar.