

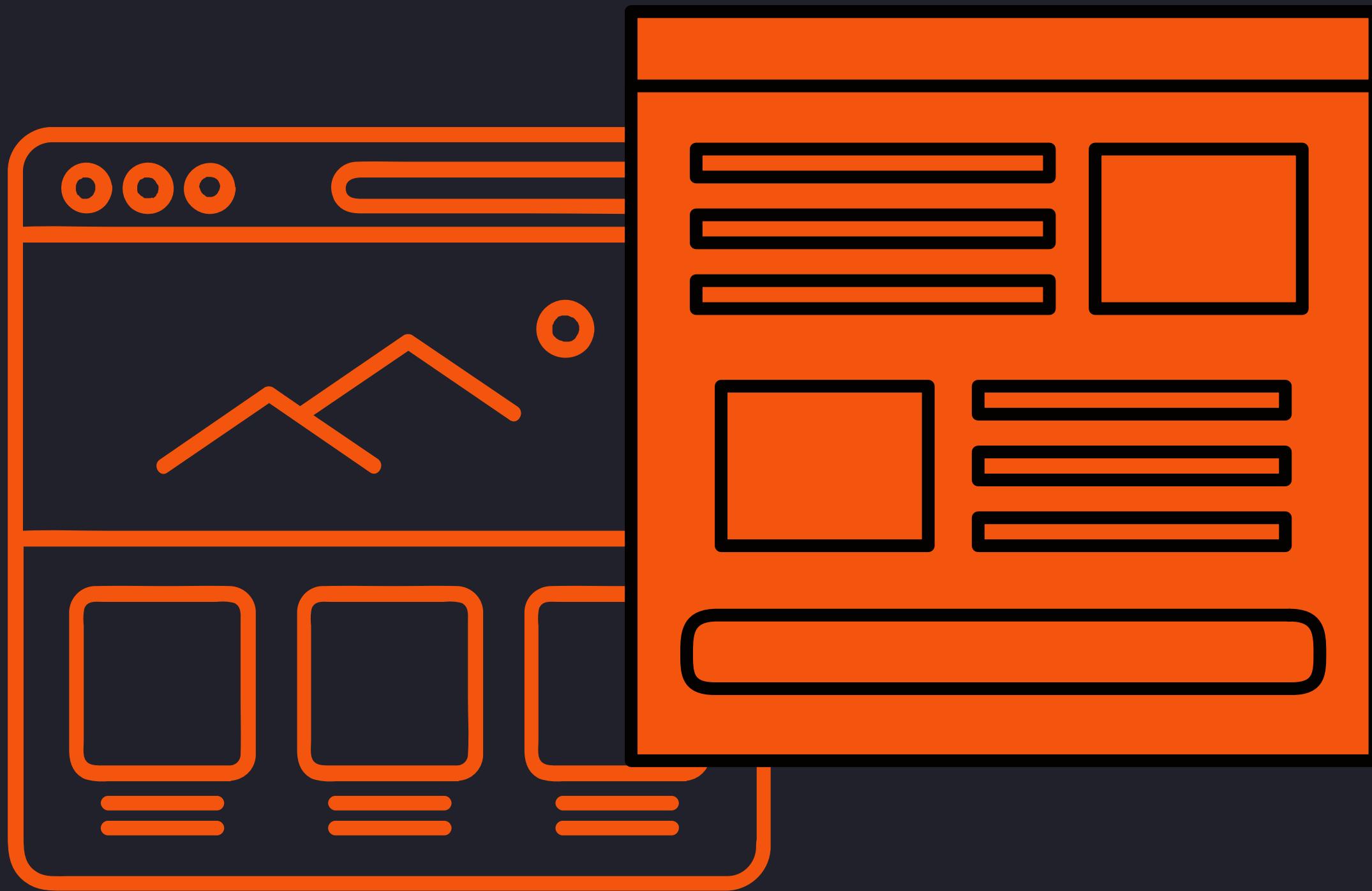


TOOLS OF THE TRADE
RUN LEAN

BASIC TOOLS FOR THE JOB

- Website / Landing Page (not a website)
- Web Forms (google forms works)
- Capabilities Doc (brochure)
- Downloadable Free Resource (value doc)
- Trackers (customers, projects, tasks)
- Online Meetings (online meetings)

WEBSITE / LANDING PAGE



WEB FORMS



A hand-drawn diagram of a web form, likely a contact or sales form, overlaid on a dark background. The form is outlined in orange and contains several input fields. A callout box on the right side contains a sub-form titled 'Contact Sales' with fields for Name*, First Name, Last Name, Email Address*, Your Industry*, What service are you interested in?, and Would you like a video demo? (Yes/No). The background features a large orange triangle at the bottom left and various orange lines and shapes highlighting specific parts of the form.

ZEMR

Contact Sales

Name*

First Name Last Name

Email Address*

Your Industry*

What service are you interested in?*

Would you like a video demo?
 Yes No

Submit

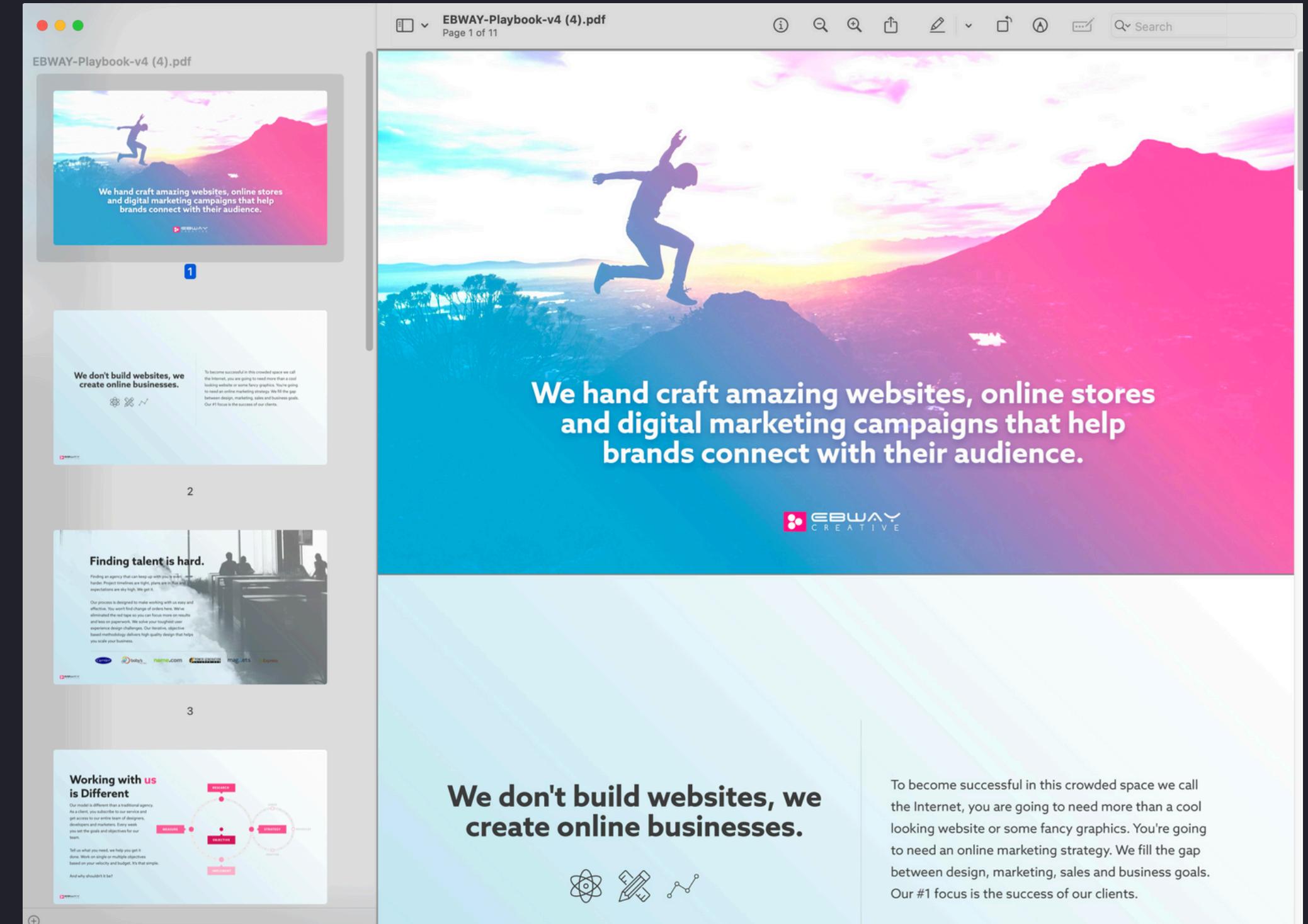
Continue to Payment

\$15
Quantity:

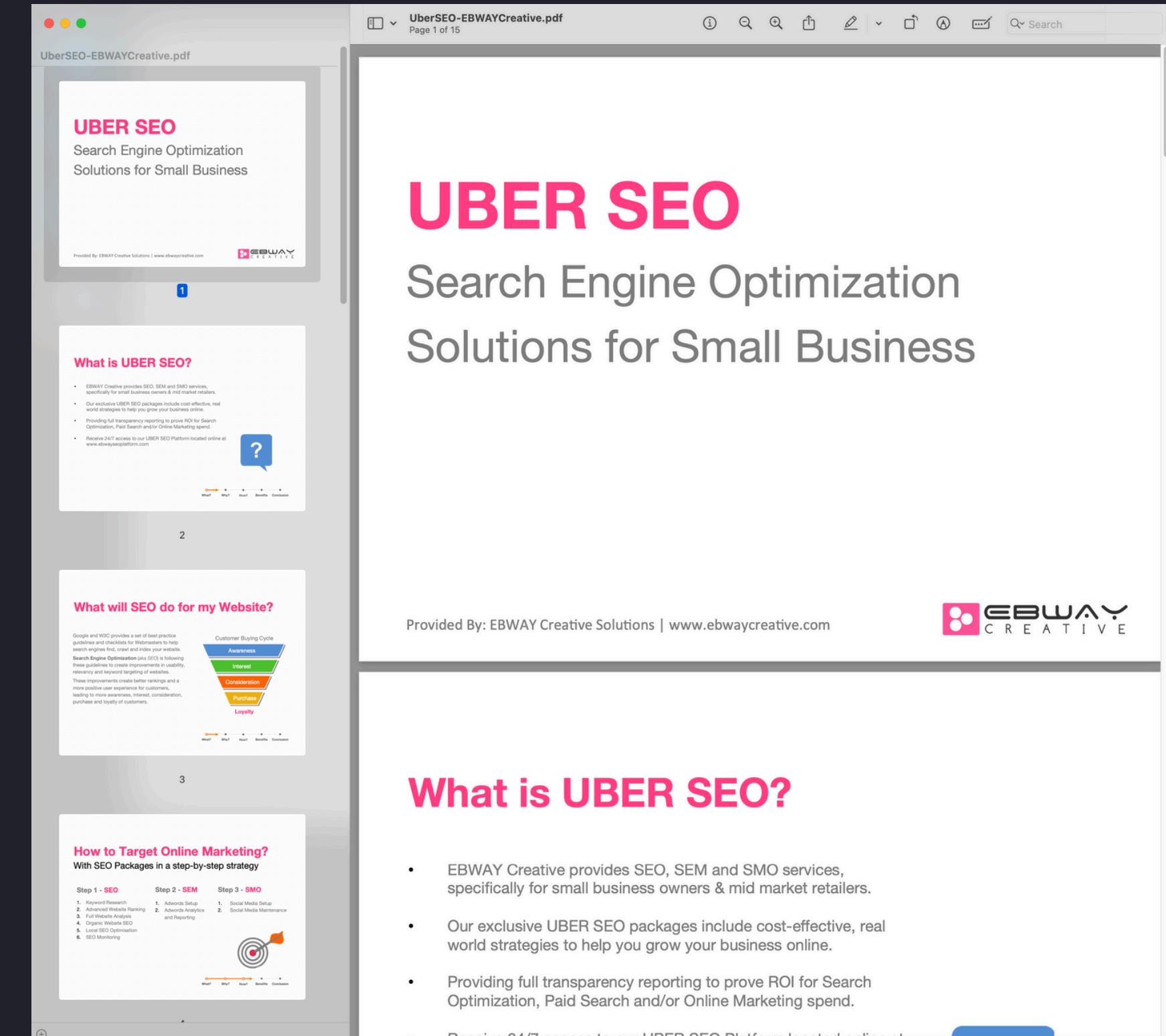
\$8
Quantity:

\$5
Quantity:

CAPABILITIES DOC



FREE DOWNLOAD(S)



UBER SEO
Search Engine Optimization
Solutions for Small Business

Provided By: EBWAY Creative Solutions | www.ebwaycreative.com

What is UBER SEO?

- EBWAY Creative provides SEO, SEM and SMO services, specifically for small business owners & mid market retailers.
- Our exclusive UBER SEO packages include cost-effective, real world strategies to help you grow your business online.
- Providing full transparency to prove ROI for Search Optimization, Paid Search and/or Online Marketing spend.
- Receive 24/7 access to our UBER SEO Platform located online at www.ebwaysplatform.com

What will SEO do for my Website?

Google and WCC provides a set of best practice guidelines and checklists for Webmasters to help search engines find, crawl and index your website. Search Engine Optimization (SEO) is following these best practices to increase website visibility, relevancy and keyword targeting of websites. These improvements create better rankings and a more positive user experience, ultimately leading to more awareness, interest, consideration, purchase and loyalty of customers.

Customer Buying Cycle

- Awareness
- Interest
- Consideration
- Purchase
- Loyalty

How to Target Online Marketing?
With SEO Packages in a step-by-step strategy

Step 1 - SEO	Step 2 - SEM	Step 3 - SMO
1. Keyword Research	1. Adwords Setup	1. Social Media Setup
2. Advanced Website Ranking	2. Adwords Analytics and Reporting	2. Social Media Maintenance
3. Full Website Analysis		
4. Digital Marketing		
5. Local SEO Optimisation		
6. SEO Monitoring		

EBWAY
CREATIVE

What is UBER SEO?

- EBWAY Creative provides SEO, SEM and SMO services, specifically for small business owners & mid market retailers.
- Our exclusive UBER SEO packages include cost-effective, real world strategies to help you grow your business online.
- Providing full transparency reporting to prove ROI for Search Optimization, Paid Search and/or Online Marketing spend.
- Receive 24/7 access to our UBER SEO Platform located online at www.ebwaysplatform.com

Don't Get Fancy. Keep It Simple.

TRACKERS

2023														Make a copy of this workbook in 'File > Make a copy' so that you can use it as your own sales funnel.													
Company Name	Contact Name	Contact Email	Stage	Value	Probability	Expected Revenue	Creation date	Expected Close Date	Team member	Progress to Won	Last interacted on	Next Step															
GRAND TOTAL	-	-	-	\$ 2,308,000	-	\$ 870,250	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company A	Luke Skywalker	luke@companya.com	Working	\$ 163,000	50%	\$ 81,500	11/25/2023	Susan	50%	7/17/2023	Get in touch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company B	Oprah Winfrey	-	Won	\$ 13,000	100%	\$ 13,000	6/18/2023	Thomas	100%	7/1/2023	Get in touch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company C	Michael Jordan	-	Won	\$ 127,000	100%	\$ 127,000	11/11/2023	Laura	100%	6/13/2023	Get in touch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company D	Rachel Green	-	Lead	\$ 67,000	10%	\$ 6,700	10/3/2023	Michael	10%	2/22/2023	Get in touch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company F	Beyoncé Knowles	-	Won	\$ 113,000	100%	\$ 113,000	9/25/2023	Michael	100%	7/5/2023	Follow-up	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company G	Harry Potter	-	Proposal made	\$ 79,000	-	\$ -	8/18/2023	Samantha	-	6/23/2023	Follow-up	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company H	Katniss Everdeen	-	Proposal made	\$ 97,000	-	\$ -	10/11/2023	Susan	-	-	Follow-up	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company I	Jordan Belfort	-	Contacted	\$ 233,000	10%	\$ 23,300	9/6/2023	Donna	10%	-	Follow-up	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company J	Jon Snow	-	Qualified	\$ 311,000	25%	\$ 77,750	9/25/2023	Thomas	25%	-	Discuss proposal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company K	Ivanka Trump	-	Qualified	\$ 433,000	25%	\$ 108,250	7/18/2024	Donna	25%	-	Discuss proposal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company L	Sherlock Holmes	-	Won	\$ 73,000	100%	\$ 73,000	12/11/2023	Michael	100%	-	Discuss proposal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company M	Michelle Obama	-	Qualified	\$ 59,000	25%	\$ 14,750	12/6/2023	Laura	25%	-	Discuss proposal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Company N	Leonardo Di Caprio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Company O	Daenerys Targaryen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Company P	Harvey Specter	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Company Q	Marilyn Monroe	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Company R	Ron Weasley	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Company S	Reese Witherspoon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Company T	Will Ferrell	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Company U	Brad Pitt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ECS Biz Rev														EBWAY CREATIVE													
Description														M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Total	
ONE TIME REVENUE																											
WEBSITES														Landing Page	1,500	1,500	500										3,500
Company S														Marketing Website	3,500	2,500											6,000
Company T														Platform Setup													-
Company U														Technology Integration													10,500
Mobile App														Web App													-
Other														PrePaid Care (T&M PrePurchase)	150	150	150	150	150	150	150	150	150	150	150	150	1,800
One-time Fees (if applies)														3,650	4,150	1,650	650	5,150	5,150	150	150	150	150	150	150	21,800	
RECURRING REVENUE																											
MONTHLY SERVICES														Marketing	3,500	3,500	3,500	3,500	5,000	5,000	7,500	7,500	7,500	7,500	10,000	10,000	64,000
SEO / WPO														PPC / SEM	4,500	4,500	5,000	5,000	6,500	6,500	6,500	10,000	10,000	12,000	12,000	60,900	
SMO / Social Media																											\$1000-\$1500 / each
SaaS														Hosting / Lisc. (Technology Platform)	500	500	500	500	500	500	500	500	500	500	500	500	5,500
Twitter Ads																											

ONLINE MEETINGS



TIP: Google Meet is Free!

A dark, atmospheric landscape featuring a road that recedes into a cloudy sky. The sky is filled with large, billowing clouds, and the horizon shows distant mountains. The overall mood is mysterious and forward-looking.

NEXT LEVEL

Advanced Tool Sets



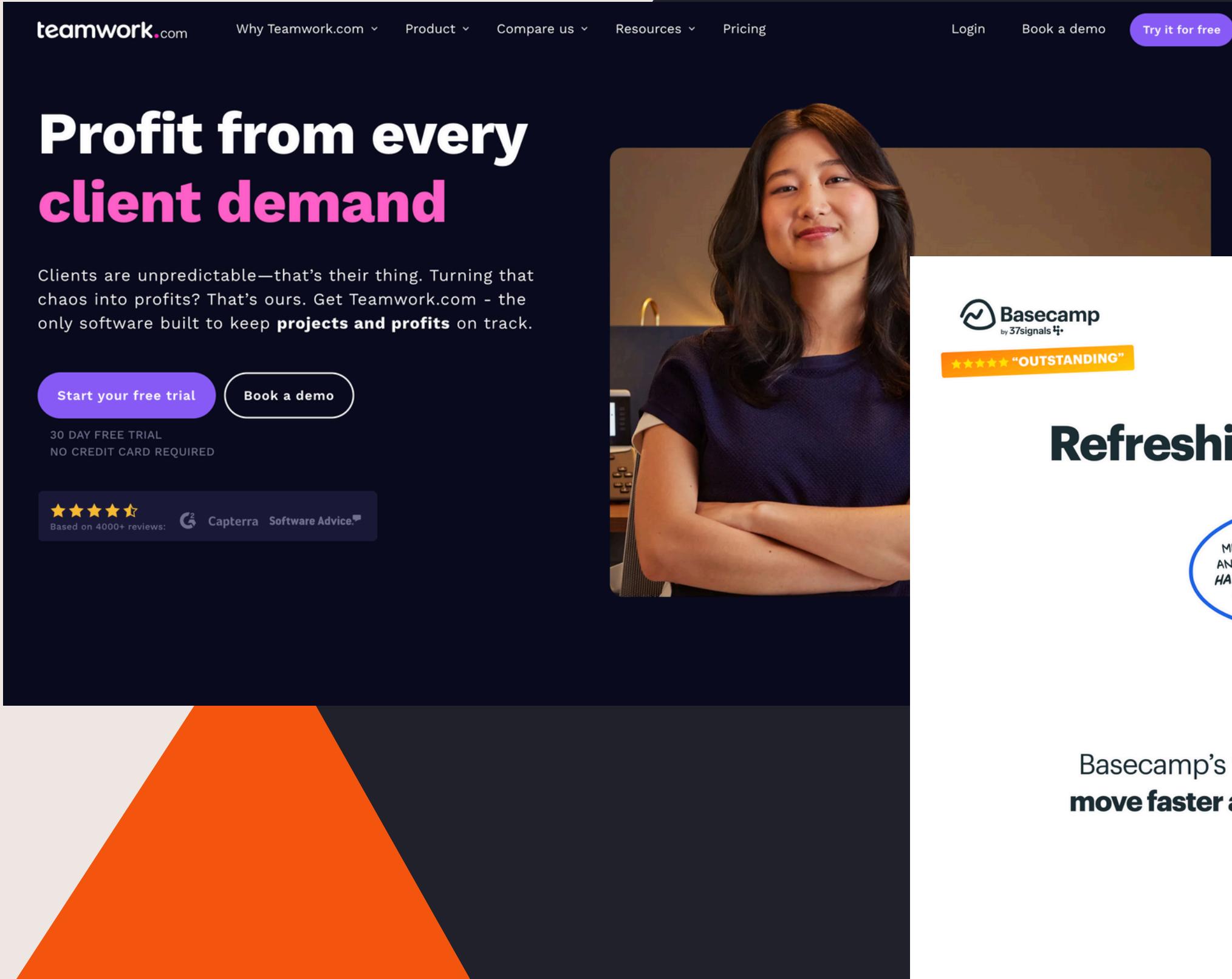
ADVANCED TOOLS FOR THE JOB

- Email Marketing
- Project Management
- Client Portal / Dashboard
- ChatGPT (A.I. of Some Sort)
- Social Media

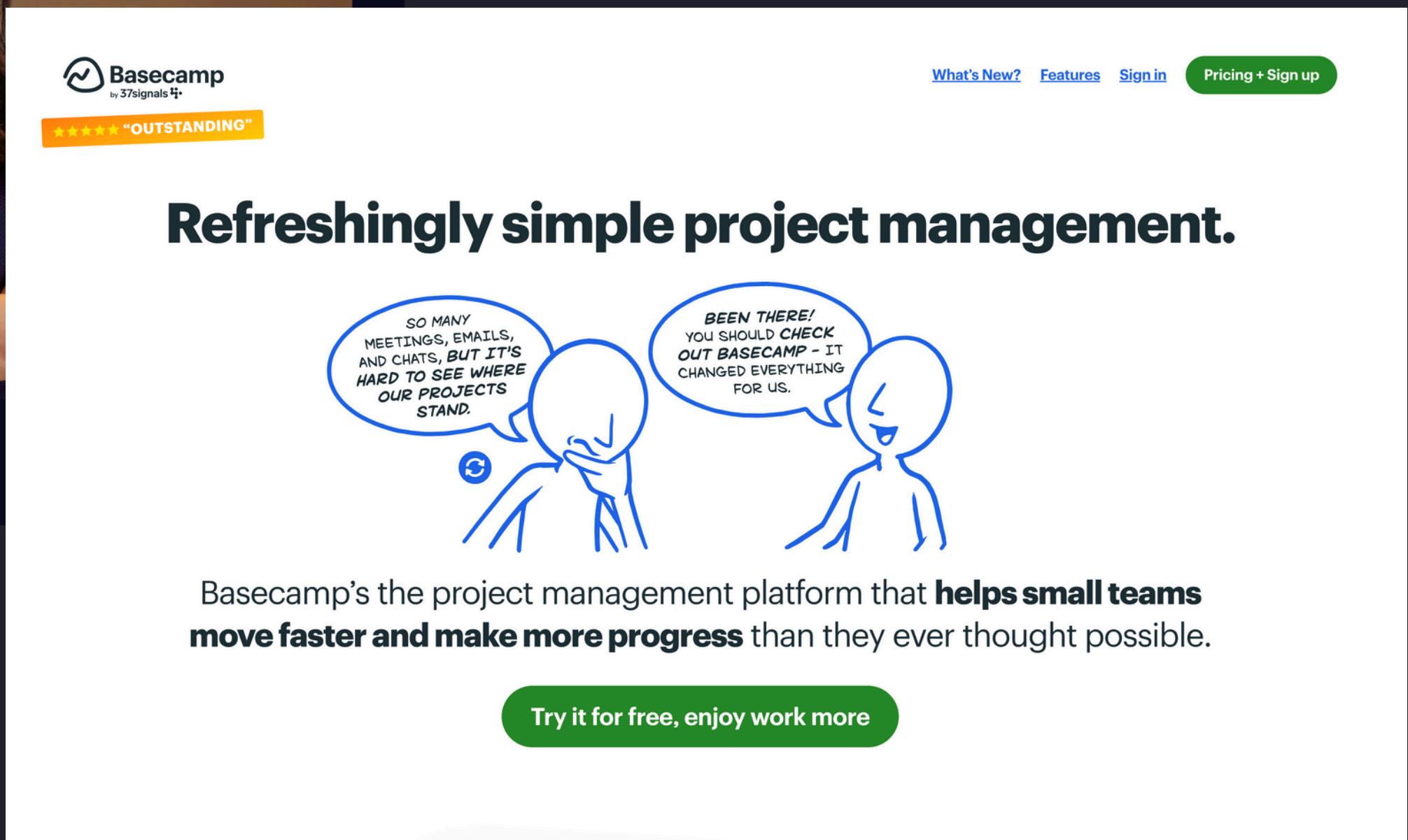
EMAIL MARKETING

The image is a collage of screenshots from three different websites: HubSpot, INTUIT Mailchimp, and Entra Homes. The top left shows the HubSpot homepage with a search bar, account links, and a 'Get started free' button. The top center shows the INTUIT Mailchimp homepage with a 'Start for free today' button. The top right shows the Entra Homes homepage with a 'Start Free Trial' button. The bottom left features a 'Get started free' button on a dark background. The bottom center shows a Mailchimp interface with a 'Select image' button. The bottom right shows an AI-generated marketing campaign for 'Entra Homes' with a 'Write with AI' button and a '40% Participants who preferred this campaign' statistic. The overall theme is digital marketing, AI integration, and software interfaces.

PROJECT MANAGEMENT

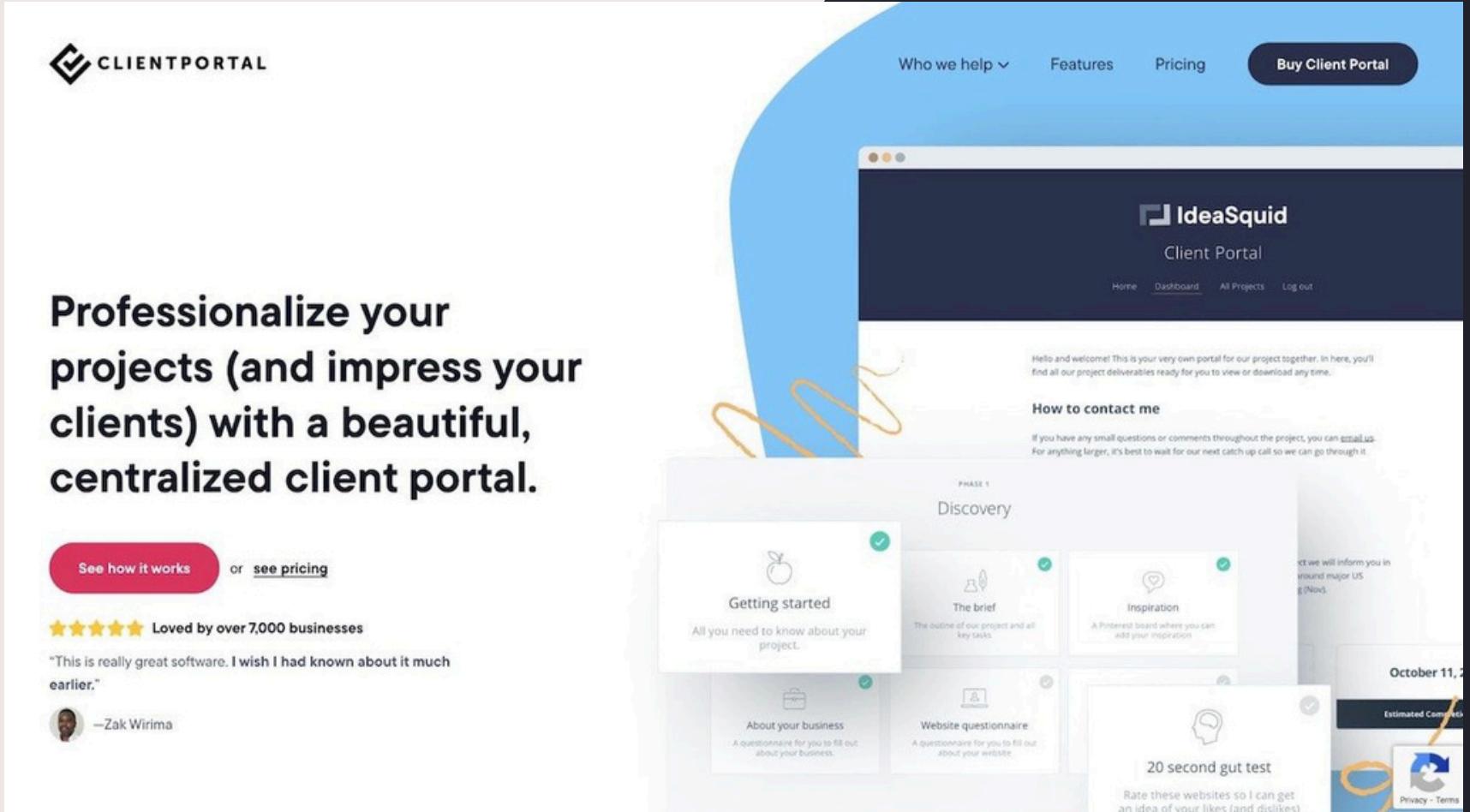


The image shows the homepage of Teamwork.com. At the top, there is a navigation bar with links: 'teamwork.com', 'Why Teamwork.com', 'Product', 'Compare us', 'Resources', 'Pricing', 'Login', 'Book a demo', and a purple 'Try it for free' button. Below this, a large section features the headline 'Profit from every client demand' in white and pink text. A subtext below it reads: 'Clients are unpredictable—that's their thing. Turning that chaos into profits? That's ours. Get Teamwork.com - the only software built to keep **projects and profits** on track.' There are two buttons: a purple 'Start your free trial' button and a white 'Book a demo' button. Below these buttons is a text block: '30 DAY FREE TRIAL NO CREDIT CARD REQUIRED'. At the bottom of this section is a dark blue footer bar with a 5-star review from Capterra and Software Advice, stating 'Based on 4000+ reviews'.



The image shows the homepage of Basecamp. At the top, there is a navigation bar with links: 'What's New?', 'Features', 'Sign in', and a green 'Pricing + Sign up' button. Below this, the Basecamp logo and the text 'by 37signals' are displayed, along with a yellow '★★★★★ "OUTSTANDING"' rating. The main headline is 'Refreshingly simple project management.' Below this, there is an illustration of two stylized human figures in blue, each with a speech bubble. The figure on the left says: 'SO MANY MEETINGS, EMAILS, AND CHATS, BUT IT'S HARD TO SEE WHERE OUR PROJECTS STAND.' The figure on the right says: 'BEEN THERE! YOU SHOULD CHECK OUT BASECAMP - IT CHANGED EVERYTHING FOR US.' At the bottom, there is a green button with the text 'Try it for free, enjoy work more'.

CLIENT PORTAL (i.e. DASHBOARDS)



CLIENT PORTAL

Who we help ▾ Features Pricing Buy Client Portal

IdeaSquid Client Portal

Home Dashboard All Projects Log out

Hello and welcome! This is your very own portal for your project together. In here, you'll find all our project deliverables ready for you to view or download any time.

How to contact me

If you have any small questions or comments throughout the project, you can email us. For anything larger, it's best to wait for our next catch up call so we can go through it.

PHASE 1

Discovery

- Getting started
- The brief
- Inspiration
- About your business
- Website questionnaire
- 20 second gut test

October 11, 2018

Estimated Completion: 2018-10-11

Privacy - Terms

See how it works or see pricing

★★★★★ Loved by over 7,000 businesses

"This is really great software. I wish I had known about it much earlier."

—Zak Wrima

The landing page for Client Portal features a central image of a computer screen displaying a client portal for 'IdeaSquid'. The portal interface includes a header with the company name, a main content area with a 'Discovery' section containing several cards (e.g., 'Getting started', 'The brief', 'Inspiration'), and a sidebar with a date ('October 11, 2018') and a link ('Privacy - Terms'). The page also includes a navigation bar with links for 'Who we help', 'Features', 'Pricing', and a prominent 'Buy Client Portal' button. Testimonials and a call-to-action button are also present.



Basecamp

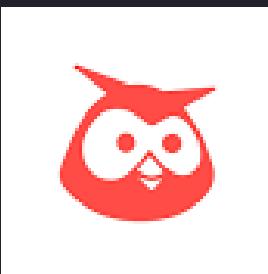
ARTIFICIAL INTELLIGENCE



Social Media & A.I.



buffer



- [FeedHive](#) for content recycling and conditional posting
- [Vista Social](#) for connecting lots of social media channels together
- [Buffer](#) for tailoring posts to each channel
- [Flick](#) for turning content ideas into multiple posts
- [Audiense](#) for intelligent social listening on X/Twitter
- [Ocoya](#) for writing captions and hashtags
- [Predis.ai](#) for generating carousels and videos
- [Publer](#) for generating post text and images
- [ContentStudio](#) for staying on top of your content topics
- [Taplio](#) for growing a personal brand on LinkedIn
- [Tweet Hunter](#) for keeping up with and participating in X/Twitter
- [Hootsuite](#) for AI post prompt variety

THE TESTING PHASE

THAT ONLY WAY TO FIND OUT





GET STARTED

TIME TO TAKE ACTION

