

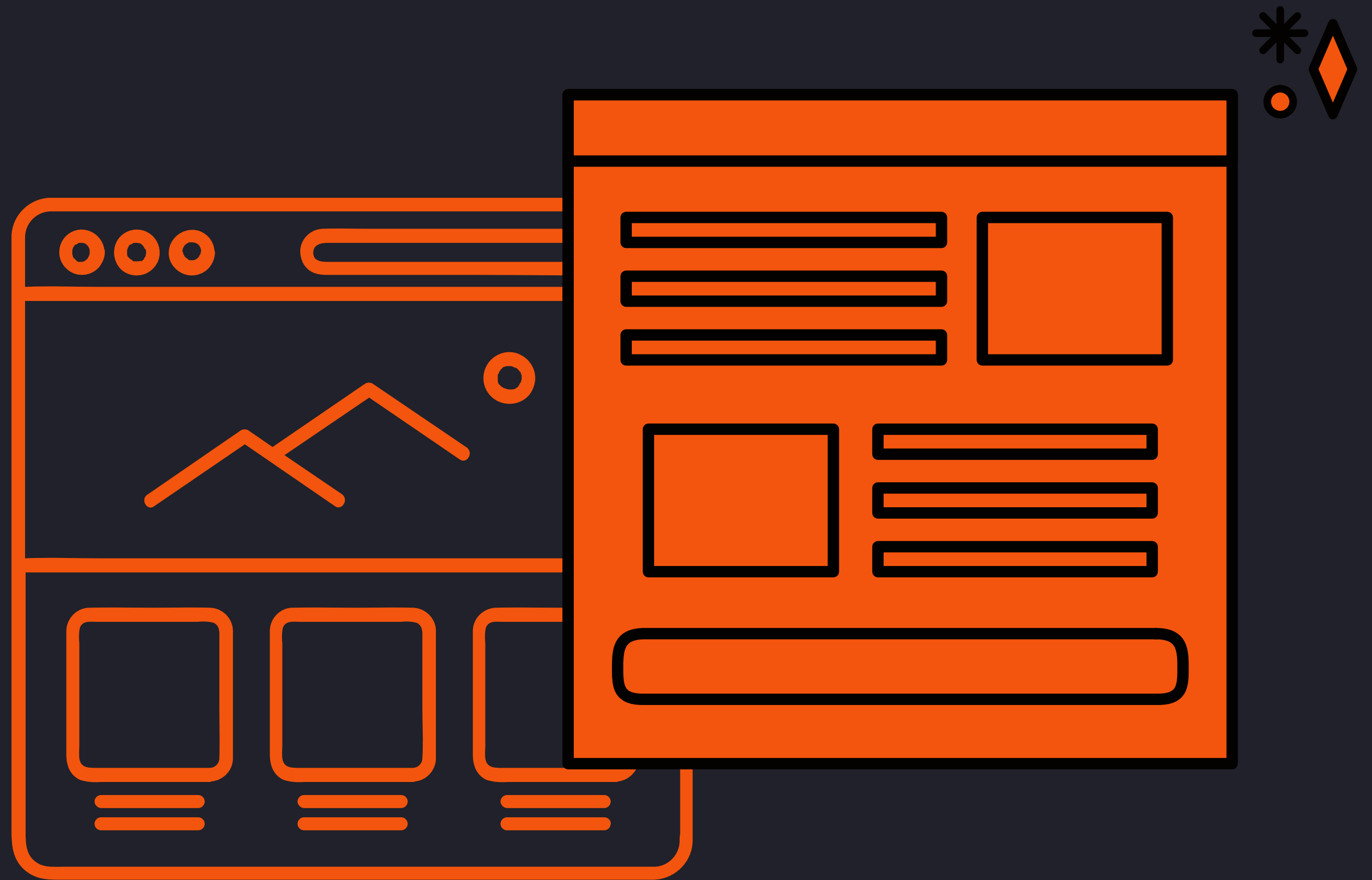


TOOLS OF THE TRADE
RUN LEAN


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



ZEMR

Contact Sales

Name*

First Name Last Name

Email Address*

Your Industry*

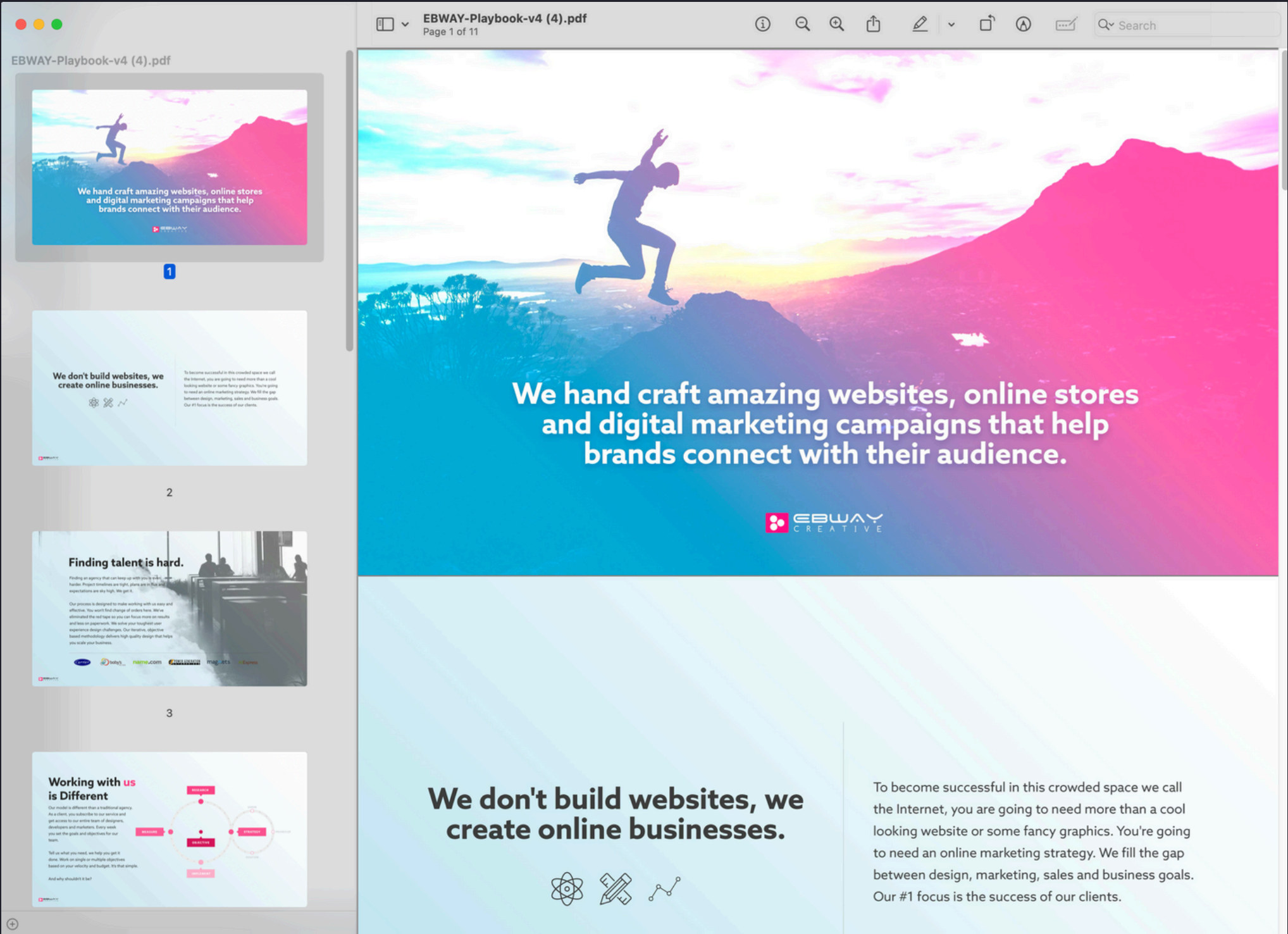
What service are you interested in?*

Would you like a video demo?

☐ Yes ☒ No

\$15
Quantity:
<input type="text" value=""/>
\$8
Quantity:
<input type="text" value=""/>
\$5
Quantity:
<input type="text" value=""/>

CAPABILITIES DOC



FREE DOWNLOAD(S)

UberSEO-EBWAYCreative.pdf

1

UBER SEO

Search Engine Optimization Solutions for Small Business

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

EBWAY CREATIVE

2

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.ebwayplatform.com](#)

?

3

What will SEO do for my Website?

Google and W3C 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 guidelines to create improvements in usability, relevancy and keyword targeting of websites. These improvements create better rankings and a more positive user experience for customers, 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

- Keyword Research
- Advanced Website Ranking
- Full Website Analysis
- Organic Website SEO
- Local SEO Optimization
- SEO Monitoring

Step 2 - SEM

- Adwords Setup
- Adwords Analytics and Reporting

Step 3 - SMO

- Social Media Setup
- Social Media Maintenance

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Search

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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%	7/12/2023	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	\$ 78,000		\$ -		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



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
Marketing Website	3,500	2,500											6,000
Platform Setup													-
Technology Integration					5,000	5,000			500				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	650	150	150	150	21,800
RECURRING REVENUE													
MONTHLY SERVICES													
Marketing													
SEO / WPO		3,500	3,500	3,500	3,500	5,000	5,000	7,500	7,500	7,500	7,500	10,000	64,000
PPC / SEM		4,500	4,500	5,000	5,000	6,500	6,500	6,500	10,000	10,000	1,200	1,200	60,900
SMD / Social Media													-
SaaS													
Hosting / Lisc. (Technology Platform)		500	500	500	500	500	500	500	500	500	500	500	5,500
Twitter Ads													-
FB Ads						-							-
Other													-
Recurring Fees (if applies)	-	8,500	8,500	9,000	9,000	12,000	12,000	14,500	18,000	18,000	9,200	11,700	130,400
RESOURCE COSTS (Not Tools)													
Production Resources		2,500	2,500	2,500									7,500
Marketing Resources		1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	13,750
Other													-
PrePaid Care													-
COSTING TOTAL	-	3,750	3,750	3,750	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	21,250
Total	3,650	16,400	13,900	13,400	15,400	18,400	13,400	15,900	19,900	19,400	10,600	13,100	173,450

NOTES

Comments

\$2500/each
\$7500/each
\$15k/minimum
\$25k/minimum
Varies
\$50k+
Sites are responsive now
Prepaid hours

\$1000-\$1500 / each
\$3000 average / each
\$7500 / each

TRACK YOUR: Money, Leads, Projects, Tasks, & Marketing

ONLINE MEETINGS



TIP: Google Meet is Free!



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

English | Contact Sales

Go to my account

Get started free

HubSpot

Software | Pricing | Resources | Partners | About

Email Marketing Software

Create, personalize, and optimize your marketing emails without waiting on designers or IT.

Boost email open and clickthrough rates.

Maximize engagement with emails automatically tailored to each recipient.

Get started free

INTUIT | turbotax | creditkarma | quickbooks | mailchimp

Try Mailchimp with a 14-day trial. Start for free today.

INTUIT mailchimp

Solutions and Services | Resources | Switch to Mailchimp | Pricing

EN | Sales: +1 (800) 315-5939 | Log In

#1 EMAIL MARKETING AND AUTOMATIONS PLATFORM*

Turn Emails & SMS into Revenue

Use AI-powered marketing tools to build personalized campaigns that drive sales.

Start Free Trial

★★★★★ *Based on 24,900+ reviews across

Capterra 4.5 | TrustRadius

Automated Journeys

Contact signs up for newsletter

Wait 1 day

Send welcome email

Subject: Let Entra welcome you home

Entra Homes

40% Participants who preferred this campaign

AI-Generated Content

Write with AI

A home is not just a place to live but an investment in the future.

POWERED BY Intuit Assist

PROJECT MANAGEMENT

teamwork.com

Why Teamwork.com ▾

Product ▾

Compare us ▾

Resources ▾

Pricing

Login

Book a demo

Try it for free

Profit from every client demand

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.

Start your free trial

Book a demo

30 DAY FREE TRIAL
NO CREDIT CARD REQUIRED

★★★★★
Based on 4000+ reviews:  Capterra  Software Advice



[What's New?](#)

[Features](#)

[Sign in](#)

Pricing + Sign up

★★★★★ "OUTSTANDING"

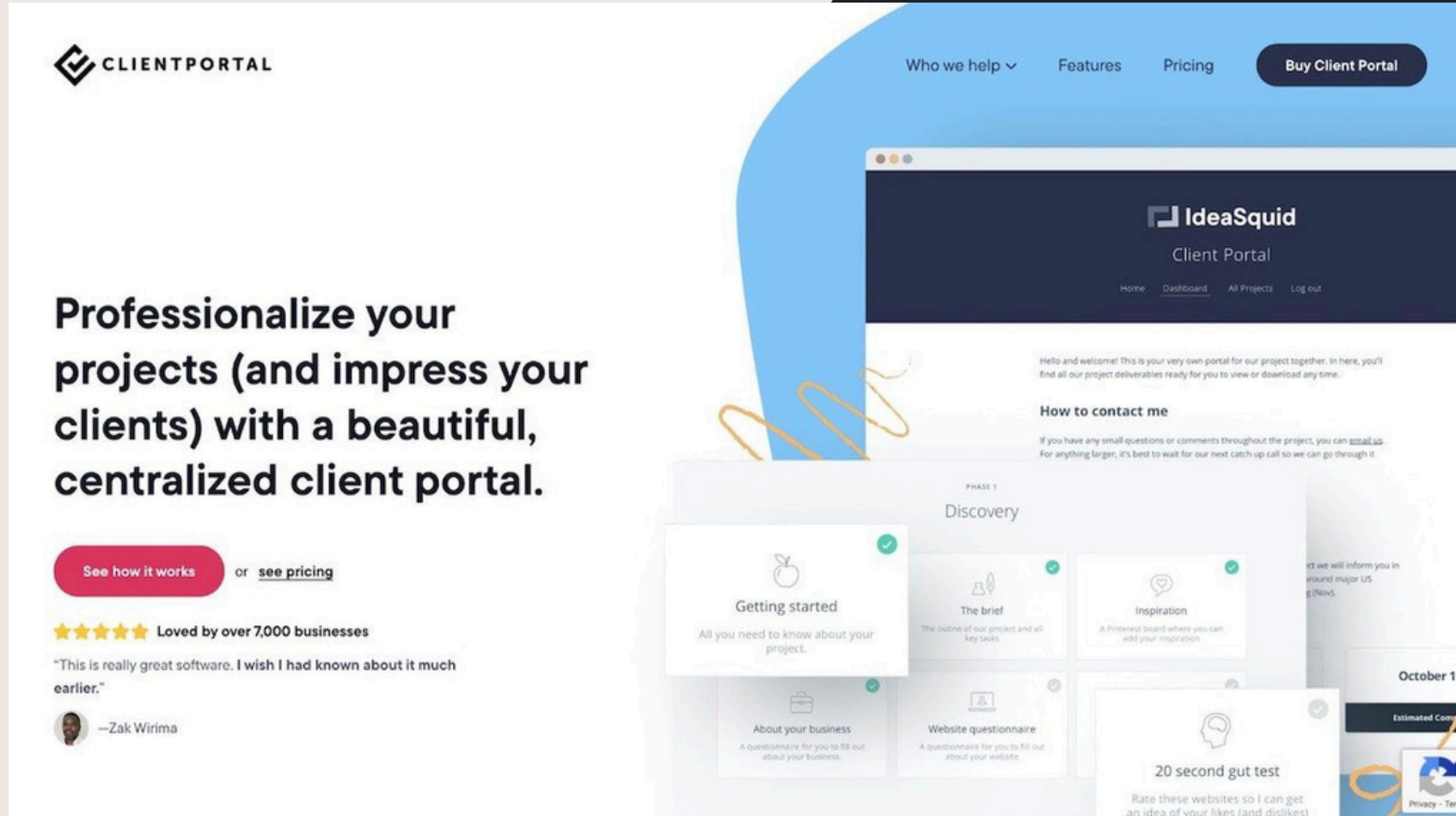
Refreshingly simple project management.



Basecamp's the project management platform that **helps small teams move faster and make more progress** than they ever thought possible.

Try it for free, enjoy work more

CLIENT PORTAL (i.e. DASHBOARDS)



The screenshot shows the ClientPortal website. On the left, there is a white sidebar with the ClientPortal logo, a headline "Professionalize your projects (and impress your clients) with a beautiful, centralized client portal.", and buttons for "See how it works" and "see pricing". Below this is a testimonial from Zak Wirima. The main content area features a blue header with navigation links and a "Buy Client Portal" button. The central part displays a preview of the IdeaSquid Client Portal interface, which includes a welcome message, contact information, and a "Discovery" phase with various task cards like "Getting started", "The brief", "Inspiration", "About your business", "Website questionnaire", and "20 second gut test".

CLIENTPORTAL

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 our 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**
All you need to know about your project.
- The brief**
The outline of our project and all key tasks.
- Inspiration**
A Pinterest board where you can add your inspiration.
- About your business**
A questionnaire for you to fill out about your business.
- Website questionnaire**
A questionnaire for you to fill out about your website.
- 20 second gut test**
Rate these websites so I can get an idea of your likes (and dislikes).

October 11, 2024
Estimated Completion
Privacy - Terms

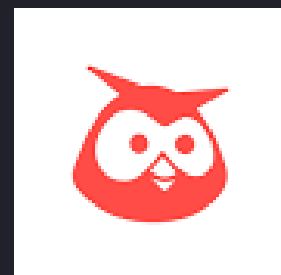
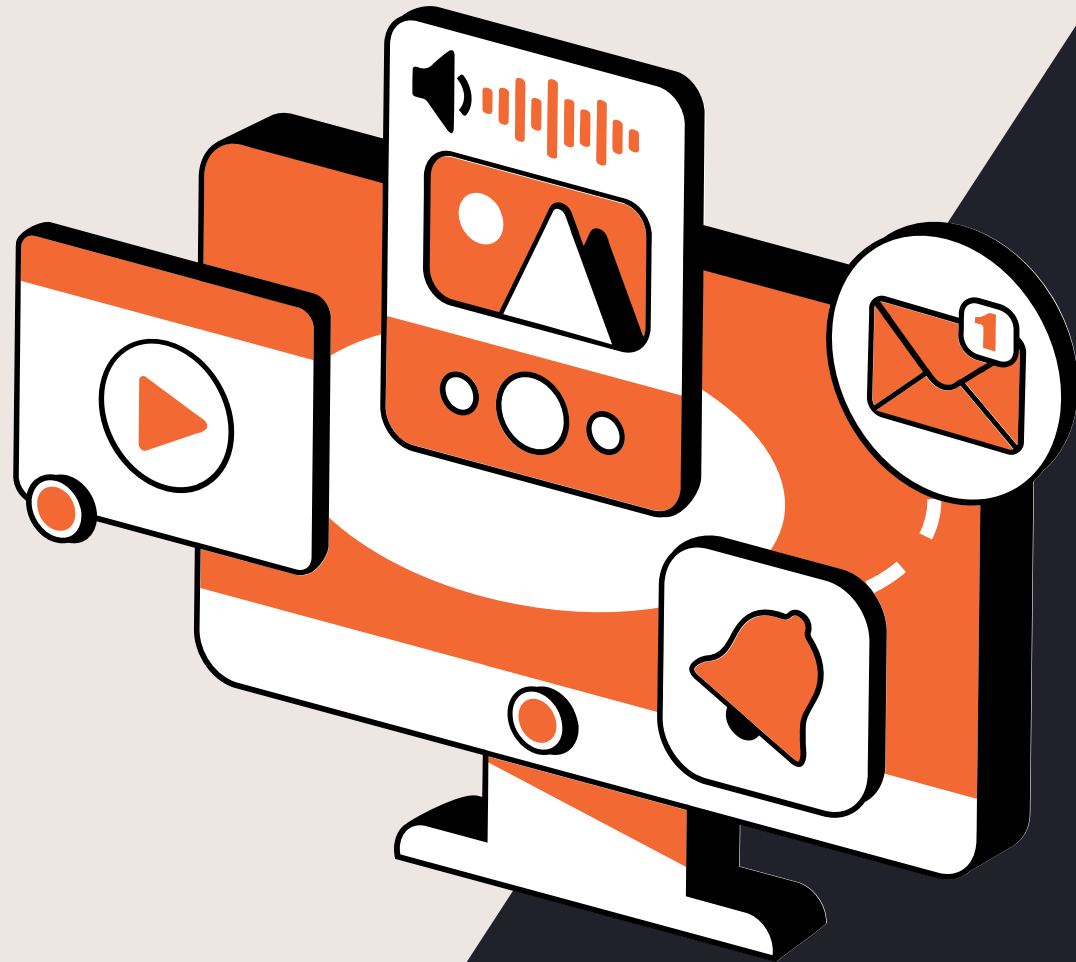


Basecamp

ARTIFICIAL INTELLIGENCE



Social Media & A.I.



- [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

