**Show Me The Money Road Map – Week 2**

* Each day – spend 10 – 15 minutes reading something on mind set.
* Start a journal and track your progress. Write down how you did in week 1. Record anything that may be holding you back. Write down what you can do to mentally prepare for success.
* Attend one networking group or Chamber of Commerce meeting. Goal – collect at least 3 new business cards to add to your Golden Goose list. This could be good referral sources such as real estate agents or a prospect for your directory – remember you are not there to sell, just to collect information. Add their business cards to your card holder.
  + Send a “Nice To Meet You” card from SendOutCards.com or a hand written note



* Make a conscious effort to find someone you can refer to one of the businesses you met.
* Watch Sales/Sales Video 3 – How To Make The Connection
* Select two home services categories you have the highest possibility to fill – looking at your list from Week 1 who would be the most likely candidates?
* If you have not done so already, download and complete the Prospect Data Sheet
* Review benefits to owner Word doc
* Review initial call script – Word doc
  + Make changes to make it specific to you
  + practice script out loud
* Contact 2-3 businesses and schedule appointment to meet for 10 minutes next week
* Send a thank-you post card with meeting date and time
* Call 1 person you met at the networking event and schedule a time to meet for coffee.
  + The purpose of this meeting is not to sell them on anything. Learn more about their business and briefly explain what you are doing. Ask them if they know of a home service business that needs more customer
* Research domain names – this is for the business category you have made appointments with for next week
  + Watch Preparation/Keyword Research
  + Start your spreadsheet with keyword stats
* Watch Preparation/Domain Names
* Purchase 2 domain names - $12 each
* Watch Preparation/Competitive Analysis Video
  + Add competitive analysis to spreadsheet as shown on video
* Watch Preparation/Call Tracking and set up 2 call tracking numbers – put $20 in your Twilio account. Forward number to your Trac phone.
* Watch Preparation/Prepare Images for listings – watch video
* Watch GMB/Prepare GMB Listing – note: you are creating a listing for the CATEGORY of business, not specific business. You can use the url for the domain you purchased even though we have not setup the domain. It will take 7 days to verify the listing
* Watch GMB/GMB listing and **create** for 2 business categories selected
* Watch GMB/Personal GMB listing create the personal information
  + service type business that could benefit from this service.
* Watch Leased Site/Leased Site Setup – this is an overview video and some of the steps you have already performed – allocate 2 hours to this and do the steps on the video
* Watch Leased Site/Leased Site Website - this is an overview video and we will go into all the details in subsequent training – we will setup the site next week
* Spend time preparing for your meetings next week. Go over the marketing brochures and flyers to make sure you really understand how the business you will meet with can benefit from what you have to offer.
  + Visualize how the meeting will go – visualize success. What is success? A commitment to move to the next step. This could be signing up for a trial run on the directory site. It could be agreeing to meet again. Success could be a “no” freeing you up to move onto another business.
  + Mentally prepare yourself for all possibilities
  + If necessary, go back over Sales Training Video 3 “How To Approach”
* Review your progress. Are there areas where you have questions? Reach out to Support and ask those questions.