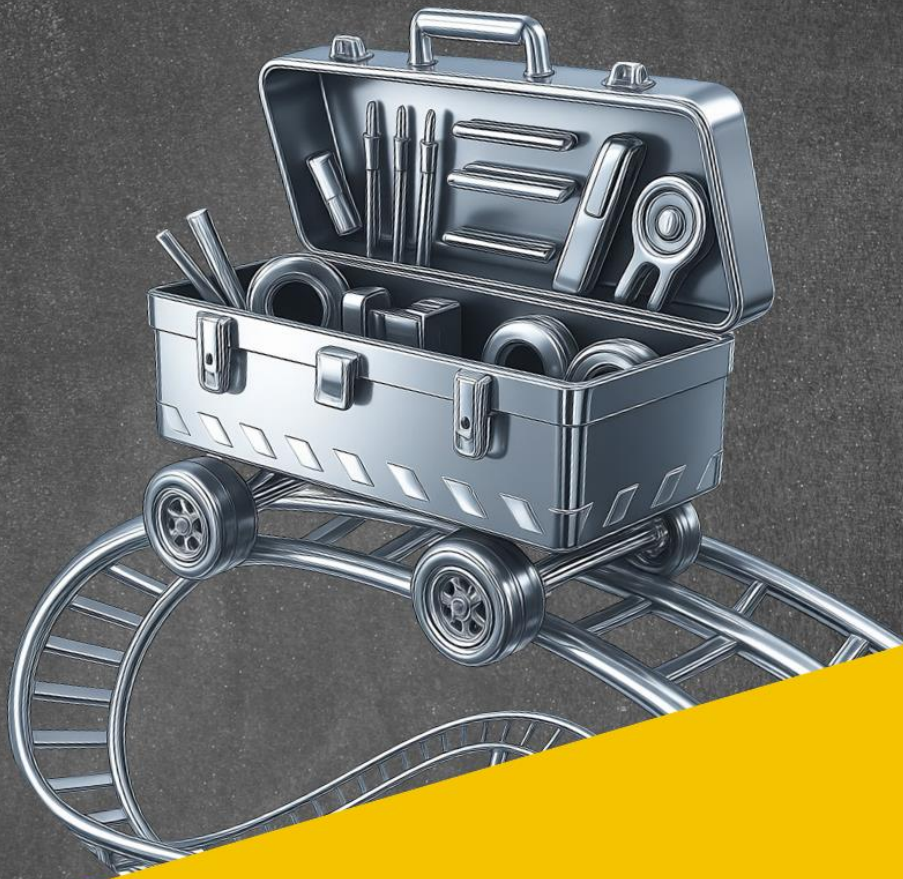


STOP THE **FEAST OR FAMINE** STRUGGLE



WORKBOOK
DAY ONE #TASK 1

Key Points

First of all, I want to welcome you to this Five-Day Challenge.

To Benefit from this challenge, you must remain committed for the Five Days. There is no point in just reading, listening and then doing nothing. You need to implement an action at every stage, do this and you will get results.

Everything you need to know is explained in detail, you do not need any in-depth knowledge of Marketing, GBP, Facebook or any other tool.

Follow everything I say EXACTLY to the letter and you will get results, please do not try to overthink this challenge, it is simple, and it works. You can play and tweak the setting when the challenge has ended, for now just follow the system.

Each Morning **At 6AM** the Task for that Day will be posted in the Group; each task is accompanied by an explanatory Video and a PDF Task Sheet.

At 15:00 Each Day I will Post an AMA (ask me anything) post to the Group – You will post your Questions related to that day's tasks ONLY, below this post.

At 19:30 Each Evening, I will be Live in the Group answering your Questions.

Task 1 Day 1

Claim Your Google Turf

Today, our goal is to help you optimise your Google Business Profile (GBP) so that customers in your local area can easily find you.

Why is this important?

Your GBP is a vital tool for establishing local visibility and attracting customers in your local area.

Google is often the first-place people go when looking for a service provider, so optimising your GBP means more potential customers will see and choose your services.

The Power of GBP for Local Visibility

Google Business Profile helps your business appear in local search results for people searching for electricians.

When your profile is optimised, you're more likely to show up at the top of local results, helping customers find you easily.

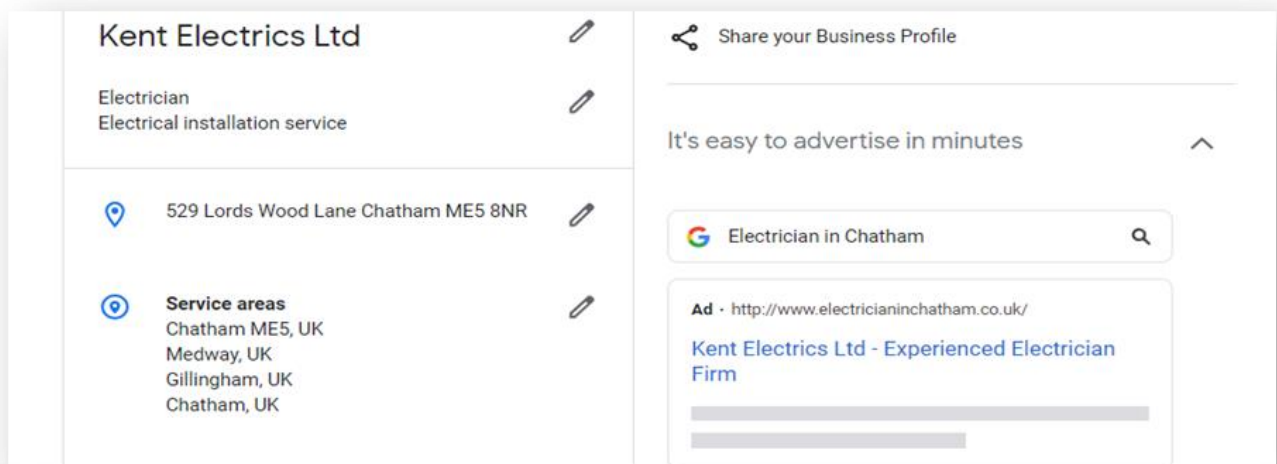
- **Build Trust and Authority:** Customers trust businesses that appear on Google's local listings, especially with good reviews and an updated profile.
- **Increase Local Visibility:** Your business becomes more visible to nearby customers, leading to increased inquiries and bookings.
- **Gain Quality Leads:** People searching locally are more likely to need your services soon, making them quality leads ready to book your service.

Today's Task

Step 1: Checklist for Profile Optimisation

Ensure Essential Details are Updated

- **Contact Information:** Double-check your phone number, email, and website URL to make sure they're correct.
- **Business Hours:** Accurately reflect your hours of operation, including holiday or special hours if applicable.
- **Service Areas:** Define the locations you serve. This helps customers find you based on proximity, especially important for local searches.



Step 2: Write a clear and attractive business description that emphasises reliability and expertise.

High Value Keywords in this instance would be – The Town/area you serve and your Trade (Electrician).

Eg. (short description)

Kent Electrics is a family run business based in Chatham and has been serving the wider Medway area for the past Eleven Years.

James Dewane the owner has been an Electrician for over Twenty-Five Years and has a range of experience that covers Industrial and Commercial Electrical work James specialises in the Domestic Electrical Market, working directly for Homeowners, landlords and letting agents.

We are registered with the NICEIC the UKs leading regulatory body for Electricians. We are members of the Medway Fair Trader Scheme and registered with the National Trusted Trader Program. We carry above industry norm Public Liability and professional indemnity insurance and all our staff are police checked.

If you are looking for a reliable and trusted local electrician then please call James on 01634 316279

Tips for Creating Your Business Description:

- What differentiates your business from your competitors?
- Do NOT add URLs/Links
- Don't spam, No keyword stuffing and No Hash-tags
- It's okay to include an email address
- Including a phone number is fine
- Don't pitch sales or special offers like 50% off
- DO NOT USE ALL CAPS
- Keep your language positive

Write your business description below -

Day 1 Action Step:

Write your Business Description following the guidelines and make use of as much of the 750 characters allowance that you can.

Then **Return to Today's Task Post** in the Group and –

1. Share your Business Description (copy or screenshot)
2. Post a link to your Google Business Profile



My Electricians
TOOLBOX



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