

The Local Business 7-Day Marketing Fix

A Practical, Step-by-Step Worksheet to Build a Predictable Marketing System

Use this worksheet one day at a time. Each section is designed to take 30–60 minutes. Do not skip steps. Marketing works when systems are built in the correct order.

This document is intended for educational, informational purposes only and it is not intended to explain or detail everything needed to develop your marketing plan and strategy. Please do not use this checklist if you do not agree with this statement or the contents. Please consult a business marketing expert for a more in-depth assessment of your business requirements.

Key Definitions (Read First)

CTA (Call to Action):

A clear instruction telling a prospect exactly what to do next. Examples include: 'Book Your Free Consultation', 'Download the Checklist', or 'Call Now to Schedule'. Every marketing message must include ONE clear CTA.

SMS Marketing:

Permission-based text message communication used for time-sensitive, local, or urgent messaging. SMS is ideal for appointment reminders, limited availability, last-minute openings, and short offers. SMS should never be used for frequent promotions or spam.

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DAY 1: Clarify Your Primary Money-Making Offer

- Identify your primary service (the one that generates the most revenue or leads)
- Write your primary offer in one sentence

My primary offer is:

- Define the outcome your customer wants

Customer outcome: (solve the problem – lost 10 lbs, leak fixed, etc.)

- Add urgency to the offer (deadline, limited spots, bonus)
- Decide where this offer will be displayed
- Website homepage
- Google Business Profile
- Social media bios

DAY 2: Build a Simple Lead Capture System

Choose what information you will collect

- Name
- Email address
- Phone number (optional, with permission)

Select ONE lead capture method

- Booking page

Online form

Dedicated landing page

Create or select a simple incentive (optional)

Checklist or guide

Discount or bonus

Free consultation

DAY 3: Set Up Email Follow-Up

Choose an email platform (Mailchimp, Kit, Constant Contact, ActiveCampaign)

Create a welcome email that confirms the request

Explain what happens next in the welcome email

Schedule at least one follow-up email within 48 hours

Commit to sending one email per week going forward

Weekly email ideas:

DAY 4: Add SMS Marketing (Optional but Powerful)

Choose an SMS platform (SimpleTexting, EZ Texting, Twilio, Klaviyo SMS)

Write one approved SMS message

SMS example:

Decide when SMS will be used

- Appointment reminders
- Limited availability
- Last-minute openings

DAY 5: Install a Basic Follow-Up Sequence

- Immediate confirmation message
- 24-hour reminder
- Social proof or testimonial message
- Direct CTA message
- Final reminder or incentive

DAY 6: Optimize Google Business Profile for Conversion

- Add your primary offer to the business description
- Create at least one Google Business Profile post
- Upload 5 recent photos
- Request 3 customer reviews
- Respond to all reviews

DAY 7: Lock in a Weekly Marketing Routine

- Choose one weekly marketing activity
- Schedule 30 minutes weekly on your calendar
- Define how success will be measured (calls, leads, sales)

Weekly marketing activity:

Final System Check

- Clear offer in place
- Lead capture system active
- Email list growing
- Follow-up system installed
- Weekly marketing habit scheduled

Marketing is not optional. It is a business system.

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For assistance with your business website application, marketing, or questions regarding local small business consultancy, please reach out.

As a digital marketing consultant, I work with people who want to build and grow a local business online, just like you.

For more digital marketing answers, tools, and consulting, reach me at [ConnectingLocalBusiness.com](http://ConnectingLocalBusiness.com)

*Facebook, Instagram - @connectinglocalbusiness*

Thank you!

Chris Carroll

