

# How To Get Found Online And Attract New Customers

Without Buying Ads Or Wasting Time On Social Media



# Who This Is For

This is for people who:

- Want to generate local leads
- Offer great service to their clients
- Want cost effective lead generation
- Get clients with word-of-mouth referrals
- Want to amplify the concept of word-of-mouth referrals to generate leads online

This is NOT for:

- Large ecommerce businesses
- Businesses competing primarily on price
- Businesses with very little customer interaction

# Does This Sound Like You?

- Do you normally get leads from word-of-mouth referrals, but now with social distancing people aren't talking as much?
- Do you normally get clients from networking groups but those have gone virtual, so the effect isn't the same?
- Have you tried to find clients on Facebook and social media but it feels like a waste of time?
- Are your clients looking for you online but you're not sure how to get in front of them?

# What Do You Look Like Online?

When someone searches for a business like yours in your local area Google displays the top three businesses relevant to the search.

Are you the one with a bunch of great reviews?

Or, are you the one who doesn't have any reviews?

What impression is that giving people about your business?



cpa in richmond va



All Maps News Images Shopping More Settings Tools

About 1,960,000 results (0.60 seconds)



Hours Your past visits

Hours or services may differ

**David B. Robinson, CPA GreatCPA®**

5.0 ★★★★★ (36) · Accounting firm

1330 W Main St

(804) 359-1330



WEBSITE



DIRECTIONS

**Wells Coleman & Co LLP: Coleman Mary CPA**

No reviews · Accountant

3800 Patterson Ave

Open · Closes 5PM · (804) 358-1150



WEBSITE



DIRECTIONS

**Donald R. Pinkleton, CPA**

No reviews · Certified public accountant

4807 W Seminary Ave

Open · Closes 5:30PM · (804) 658-3358



WEBSITE



DIRECTIONS

More places


# Old Reviews

Old reviews are less relevant and don't have as much impact your search results.

Old reviews also make it look like you're not doing much business anymore.

## WellsColeman


5004 Monument Ave, Richmond, VA

5.0 ★★★★★ 2 reviews 


[Write a review](#)

Sort by: Most relevant ▾

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**Jenny D**  
3 reviews

★★★★★ 5 years ago 


Wells Coleman & Co is the absolute best, and here's why:

The first time I walked into the Wells Coleman & Co offices, it was 2009 and my ... [More](#)


 2



**Melanie Mueller**  
1 review

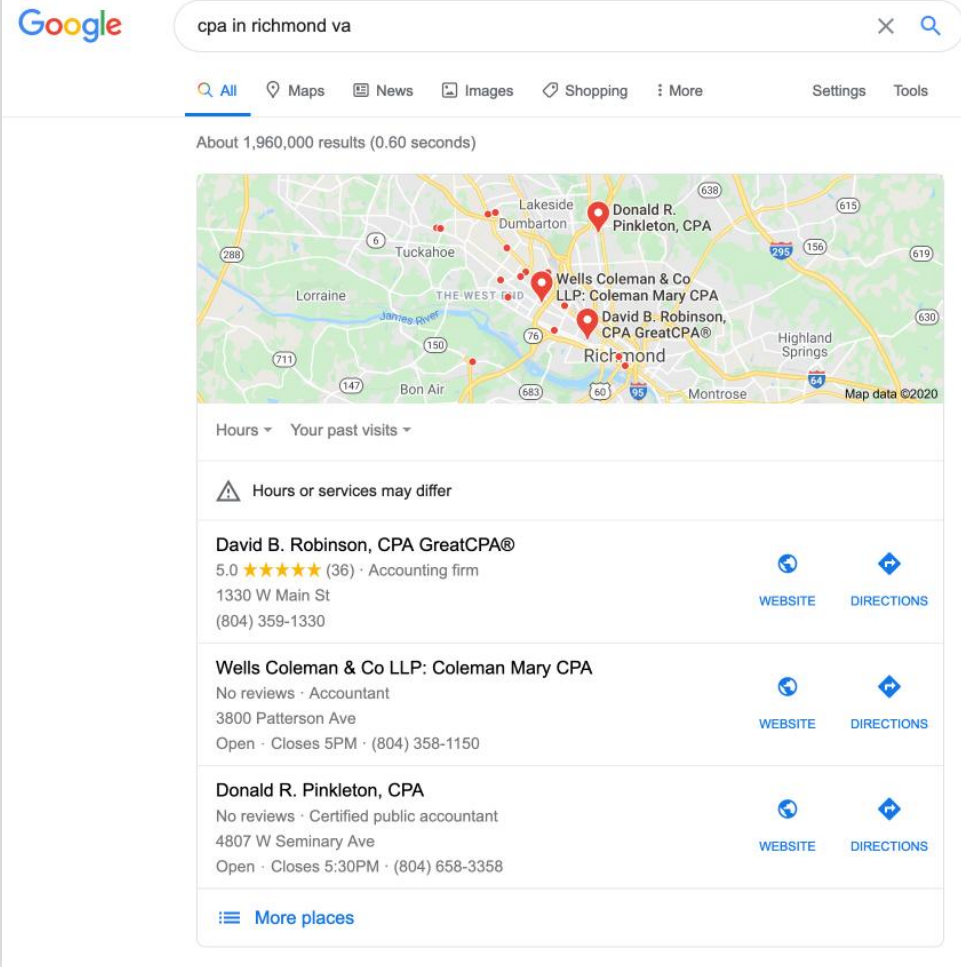
★★★★★ 6 years ago 

Love George Forsythe! He is honest, kind and makes what some consider a daunting task (accounting/taxes), simple and easy to get. I'm a small business owner and would absolutely recommend him to anyone! A true professional, thank you George!

 3

# The Opportunity!

- Top ranking listings often have very few - sometimes zero - reviews
- Getting a steady flow of great reviews would have a big impact
- People with more reviews are the ones customers call
- More people are looking online to establish trust than ever before



Google

cpa in richmond va

AI Maps News Images Shopping More Settings Tools

About 1,960,000 results (0.60 seconds)

Map showing CPA locations in Richmond, VA. Key locations include Donald R. Pinkleton, CPA; Wells Coleman & Co LLP: Coleman Mary CPA; and David B. Robinson, CPA GreatCPA®.

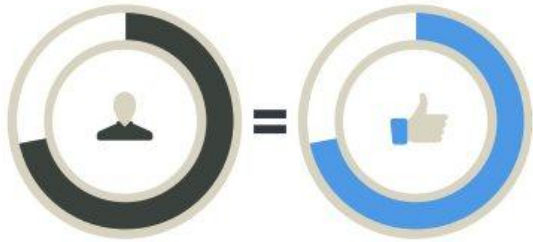
Hours Your past visits

⚠ Hours or services may differ

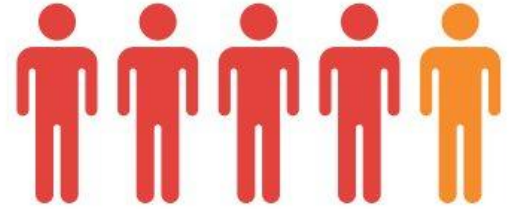
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[More places](#)

# What's So Great About Reviews?

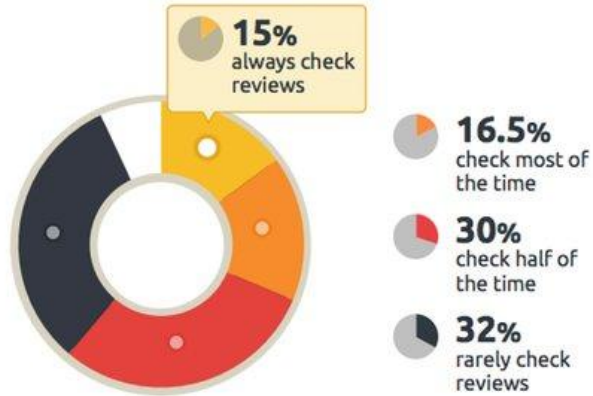


72% of consumers trust online reviews **as much** as recommendations from friends and family



4 out of 5 consumers reverse their purchase decision based on negative online reviews.

# What's So Great About Reviews?



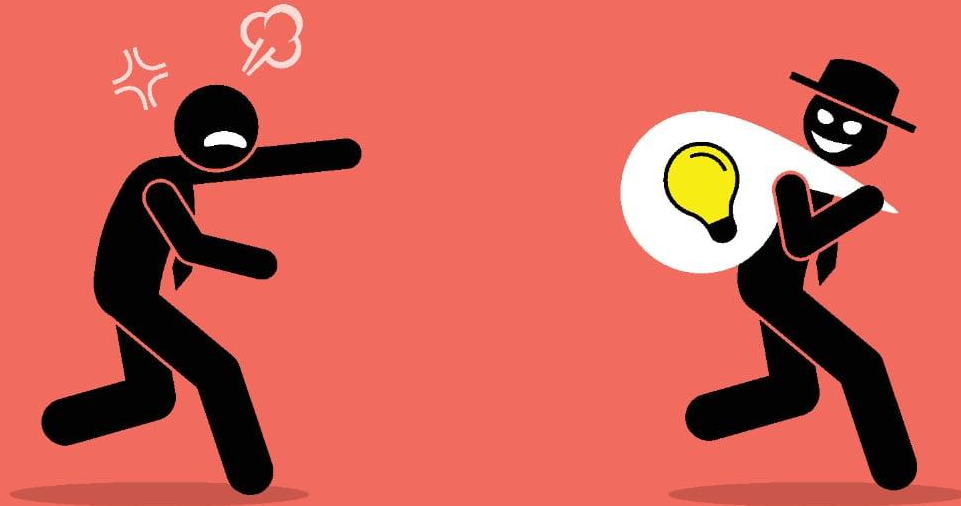
93% of U.S. consumers check online reviews at least some of the time.



A half-star improvement on a 5-star rating platform makes it **30-49%** more likely that a customer will engage the business.



Are you going to  
let your competition take  
your idea and your clients?



# Who Am I?

I've been supporting businesses with online services and marketing since 2012. I work with local businesses who want to gain traction in their local community and get new clients without wasting their money with generic one-size-fits-all marketing.

I built Elevated Local Leads, a three-step system that will increase your visibility, build trust, and differentiate you from your competition even if they've been around longer than you have.

I also know small businesses like yours and mine need high-impact results.

Elevated  
Local  
Leads 



Alexis T. Myers - Founder

# Get More And Better Reviews

We will create a system to collect 4 and 5-star reviews by making it easy for your happy customers to leave reviews and reminding them to do it at a time and place convenient for them.

We also increase your average review rating by encouraging people who may have had a negative experience to contact you privately.

Then we monitor what people are saying and let you know if you need to answer any questions or respond to people's messages.



# Step One

## Top Of The Funnel

**1**

### **Get customers into the funnel**

- Set up a structured system to make it easy to leave reviews for your business
- Gradually invite your past clients to review your business
- Create a system to automate inviting new clients to review your business

# Step One

## Top Of The Funnel

**1**

**Get customers into the funnel**

### **Invite customers to give feedback**

- Add a “review us” button to your website
- Put a review link in your email signature
- Build your email list
- Send follow-up reminders

# Step Two

## The Review Process

**2**

**Guide them through  
the review process**

- Drive the customer to a landing page
- Help the customer select a review site
- Make it easy to leave a review

# Step Two

## The Review Process



### Your Opinion Matters

Would you recommend us to others?



Yes!



No.

- Make leaving a review super easy for people who had a good experience
- Detect a negative experience
- Keep bad reviews off the internet

# Step Two

## Good Experience



Thank You!  
Please Leave A Review


It would be great if you could leave a quick review of your experience.  
Click each of the platforms below and simply copy & paste your review in each.







# Step Two


## Leave 5-Star Review

Elevated  
Local  
Leads 

 Alexis Myers  
Posting publicly 

★ ★ ★ ★ ★

I highly recommend this company!



# Step Two

## Service Recovery Form



### We're So Sorry

Please tell us how we could have done better.

Name

Email Address

Message

14 + 1 =

If we detect a negative experience, we present a service recovery form to allow your customer to contact you directly so you can handle the situation privately.

# Step Three

## Managing Reviews

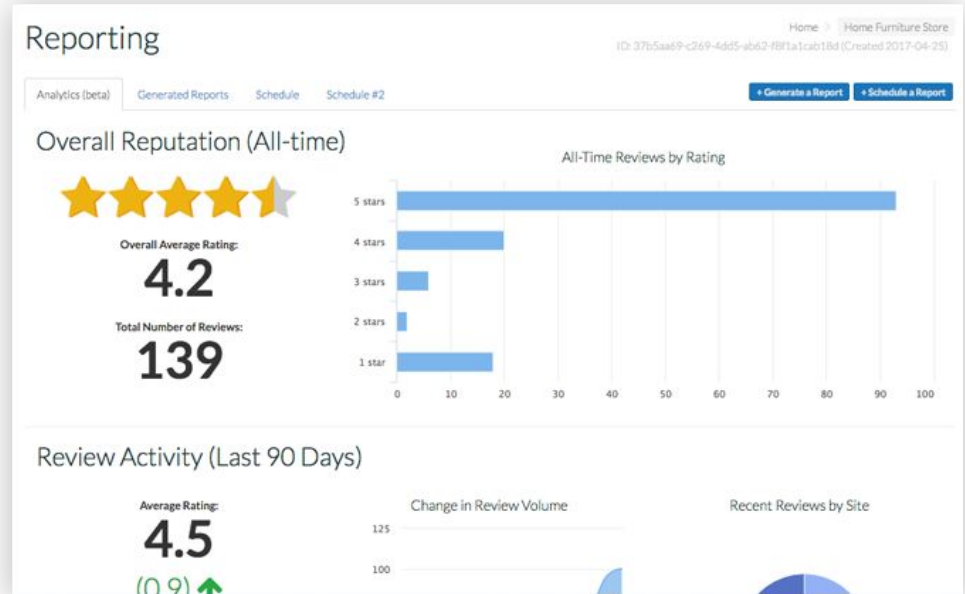
**3**

**Monitor &  
respond**

- Amplify and repost good reviews on social media
- Recover bad experiences
- Answer questions

# Tracking Progress

Every month we'll keep track of your progress with detailed reports showing things like how many new reviews you have gotten and how your average rating is going up.



# What You Get

- More 4 and 5-star reviews
- Powerful social proof
- Eye catching Google search listings
- Improved search rankings
- More reviews on more platforms (Facebook, Yelp, Groupon)
- More social media activity
- Increased visibility across platforms
- Recover and convert negative feedback
- More traffic to your website
- Customers returning more often
- More new customers in your business
- Building social proof of your excellence
- **A GROWING EMAIL LIST**

# What's The Cost?

There are three ways to get started:

- **Month to month**  
Price: \$250/month
- **6-month plan**  
Price: \$200/month (when you pay \$1,200 up front)
- **12-month plan**  
Price: \$167/month (when you pay \$2,000 up front)



## **Schedule Your Call**

<https://www.elevatedlocalleads.com/call/>