Grow That Local

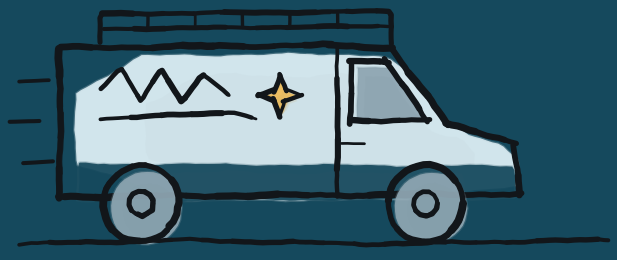
a free guide

Your first 72 hours with Grow That Local

What happens after you say yes to Grow That Local, step by step, one screen at a time.

For owners about to say yes.

- 8 short sections in 8 parts
- 17 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



growthatlocal.com · Text us at (423) 924-2014

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Before you start

This guide walks through what happens from the moment you send the form to the day your work is live, in order. Each part is one step and fits on one phone screen.

Where our site gives a time, we give it here. The other steps happen as soon as the one before is done, and most of them wait on a quick answer from you.

Everything happens by text, or email if you prefer. You never have to get on a sales call, sign a contract or learn any software.



Part 1

You send the form

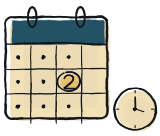
1 Tell us about your business

What happens. You fill in the one-minute form at growthatlocal.com/start, or text us at (423) 924-2014. We ask for your name, your business name, your mobile number, your city and state, and what you'd like help with. Email is optional. If you're not sure which service you need, tick "Not sure yet" and we'll suggest the best first step.

When you send it, you agree we can text and email you about your request. Reply STOP any time.

Do it in 24 hours

- [ ] Send the form, or text us your name, business and town.
- [ ] Save (423) 924-2014 in your phone as Grow That Local, so our texts don't look like a stranger's.



Part 2

A few quick questions

2 Answer a few quick questions

What happens. We send a short set of questions, by text or a quick form, so we get your details right. Most owners finish in a few minutes.

If you have a logo and some job photos, send them. Real job photos make your work look even better. If you don't have them, that's fine. We write everything for you.

Do it in 24 hours

- [ ] Answer the questions when they arrive.
- [ ] Pick a few good job photos from your phone and send them.
- [ ] Send your logo, if you have one.



Part 3

Your free sample

3 See your free sample

What happens. We do the work first. Your free sample is usually ready within a day of you answering the questions: a preview of your new site, a Google check-up, two weeks of posts, or whatever you picked.

No card is needed. Look it over. If something's not right, tell us what to change and we'll fix it. If it's still not for you, walk away. You won't owe us anything.

Do it in 24 hours

- [ ] Open your sample on your phone, where most of your customers will see it.
- [ ] Text us anything you'd change, in your own words.

or we can do it for you

Free sample: A preview of your new site

Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 4

You say yes

4 Pick a plan and pay by card

What happens. If you like your sample, pick a monthly plan. That's the first time we ask for payment: monthly, by card, through a secure payment provider. Every price is on our pricing page.

There are no setup fees. Monthly plans run month to month, and paying ahead is optional. If you don't have a domain name yet, we get you one free with your website.

Do it in 24 hours

- [ ] Pick the plan that fits, and pay by card.
- [ ] Check whether you already own a web address. If you're not sure, ask whoever set up your current site or email.



Part 5

Your welcome from David

5 David checks your real details with you

What happens. Your welcome message comes from David, our account success manager. He'll ask you to confirm or correct what we already know, so we can finish the work with your real details. For a website, that's:

- Your business name, trade, and the phone number to show on the site.
- Your service area and your hours.
- The services you offer: tick the ones we suggested, remove any that are wrong, and add any we missed.
- Your domain: whether you have one, or want one.
- The best way to reach you.

You can also add a short "about" line, your logo and photos, and anything you'd change on the preview.

Do it in 24 hours

- [ ] Reply to David's message and check every detail he sends.
- [ ] Correct anything that's wrong, especially your phone number and hours.



Part 6

Google and reviews: two quick steps

6 Give us access, or send us names

What happens. Some services need one small thing from you before we can start.

Google Business Profile. You add us as a manager on your profile, which takes a minute. We never need your password, and you stay the owner. You can remove us any time.

Review requests. After a job, text us the customer's name and number, or send a list of recent customers. We take it from there.

Do it in 24 hours

- [ ] If you picked Google, add us as a manager on your profile.
- [ ] If you picked review requests, text us the names and numbers of your customers from the last month.



Part 7

Going live

7 We put it live

What happens. Once you've picked a plan and checked your details, we put the work live. Most of it is already done by then.

If you already own your web address, it stays yours. We point it at your new site and handle the techy part. If you don't have one, we'll pick a good name and get it for you, free. It's yours to keep, even if you ever cancel.

Your logo, photos, business details and domain name stay yours.

Do it in 24 hours

- [ ] Open your live site on your phone and tap the call button to check it works.
- [ ] Send the link to one friend and ask what they'd change.



Part 8

After that

8 Changes, your report card, and cancelling

What happens. Want something changed? Text us. We'll take care of it and let you know when it's done.

Every month you get a simple report card: how you stack up against your top local competitors on Google rankings, reviews, social posts and your website. If you picked a Google plan, your profile looks better straight away. Moving up in the map usually takes a few weeks of steady work.

If it's ever not worth it to you, text us at (423) 924-2014 and we cancel the same day. No forms, no fees. Every price comes with a 7-day full refund: text us within 7 days of any payment and we refund all of it.

Do it in 24 hours

- [ ] Save one thing you'd like changed and text it to us.
- [ ] Put a reminder in your phone to read your first report card when it arrives.

or we can do it for you

Free sample: Your first report card, this month

The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Your first 24 hours, in one list

If you're about to say yes, have these ready:

- [ ] Your name, business name, mobile number and town (section 1).
- [ ] A few good job photos and your logo, if you have them (section 2).
- [ ] Your hours, your service area and the services you offer (section 5).
- [ ] Whether you own a web address, and who controls it (sections 4 and 7).
- [ ] For a Google plan: the login you use to manage your Google Business Profile, so you can add us as a manager (section 6).



If you'd rather hand it off

Every Grow That Local service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every step above comes from our own pages, where you can check it:

1. How it works: the six steps, what we need from you, and the getting-started questions. growthatlocal.com (sections 1 to 8)
2. Pricing: monthly card billing, no setup fees, month to month, cancelling by text. growthatlocal.com (sections 4 and 8)
3. Questions: free sample timing, domains, Google manager access, review lists, changes, report card, ownership. growthatlocal.com (sections 2 to 8)
4. Websites: how a site goes from preview to live. growthatlocal.com (sections 3 and 7)

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local