

Are you ready to sell AdzZoo?

Pick a good vertical (industry)... We have found that if you concentrate on one vertical at a time you will be more effective. Plus you only have to do the research once and then call everyone in the area that works within that vertical...

Definition of a good vertical:

- They must have good search volume.
- They must have the need for new customers
- How many customers will we need to get them to pay for our service? The fewer clients we need to get them on a monthly basis, the more total success they will have. i.e. Pizza place may require dozens of customers to pay for our service to where a Dentist only requires 1 or 2.

Definition of a good potential client: (Low Hanging Fruit)

1. Does NOT have a web site
2. Does NOT have page 1 presence (has web site)
3. Has presence on the map, with bad reviews
4. Currently not doing PPC OR not doing PPC well
5. Has first page presence, but only on 1 or 2 keywords

Do they have a web site? GREAT! Look for this information....

- Did you look to see if you could find the owners name?
- What did you think of their web site?
- Is their web site set up to sell you? OR is it simply informational?

Check list before you call a potential client:

Select your niche market	
Niche title/name	
Good search volume?	
Need for new customers?	
Understand basis for ROI	
"Low Hanging Fruit" Analysis	
No website	
No page 1 presence	
Page 1 presence with only 1 or 2 keywords	
Has bad reviews on map	
Poor or no PPC results	
Website analysis	
owner's name	
your impression of website	
Website for image or selling	
Contact sheet complete	

Vertical _____ Date _____

Business Name _____

Owners Name _____ Phone # _____

Owners Email _____

1. What is the monthly search volume?

Keyword _____ Search Volume _____

Keyword _____ Search Volume _____

Keyword _____ Search Volume _____

Keyword _____ Search Volume _____

Keyword _____ Search Volume _____

Total Search Volume _____

Customer Suggested Keywords _____

2. On Google's page 1 2 3 4 5 Keywords _____

4. Maps section? YES NO Reviews? Good or Bad? # of Reviews _____

5. Competitors currently on the first page? _____

6. PPC Current Past Year Budget? _____

Date Contacted _____ Time _____ Appointment Set? YES NO

Appointment Date _____ Time _____ Did you make a presentation? YES NO

Result of Presentation _____

Follow-up Date _____ Time _____

Over all interest? 1 2 3 4 5 6 7 8 9 10