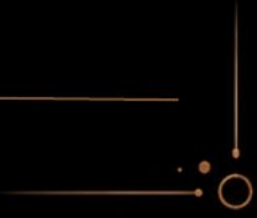




TIME & MONEY

The system that gets you more jobs
with less effort



PRESENTED BY COLIN GEORGE GAMBLE · ATTRITION CONSULTING

WHAT WE COVER

An ecosystem: parts that work together to get a result

Fix these in order. Skipping ahead is why marketing money disappears.

ONE

Get Found

Show up where homeowners are already looking with money in hand.

TWO

Get Chosen

Turn the people who find you into quotes on the calendar.

THREE

Get It Automated

Stop being the bottleneck. The system answers when you cannot.

Now do this for EVERY SINGLE LEAD.



GET FOUND

Traffic is the start of everything

There are only three ways a lead reaches you

Organic

Paid Ads

Referrals & Reviews

The best leads you will ever get. You cannot get them on demand.

QUOTES
& JOBS

Every door leads to the same room. If one door is doing all the work, one bad month closes it.

STEP ONE · GET FOUND

SEO, in plain English

Being found when money is **ready to be spent**.



- **It compounds.** Effort on your website ranking keeps leads coming in over time.
- **Ads stop when you stop paying.** As soon as you turn off ad spend, no more leads.
- **It's local.** You are not fighting the whole internet — just the contractors in your county.
- **That makes local search the highest-leverage channel a trade business has.**

STEP ONE · GET FOUND

Your Google Business Profile is a Digital Billboard

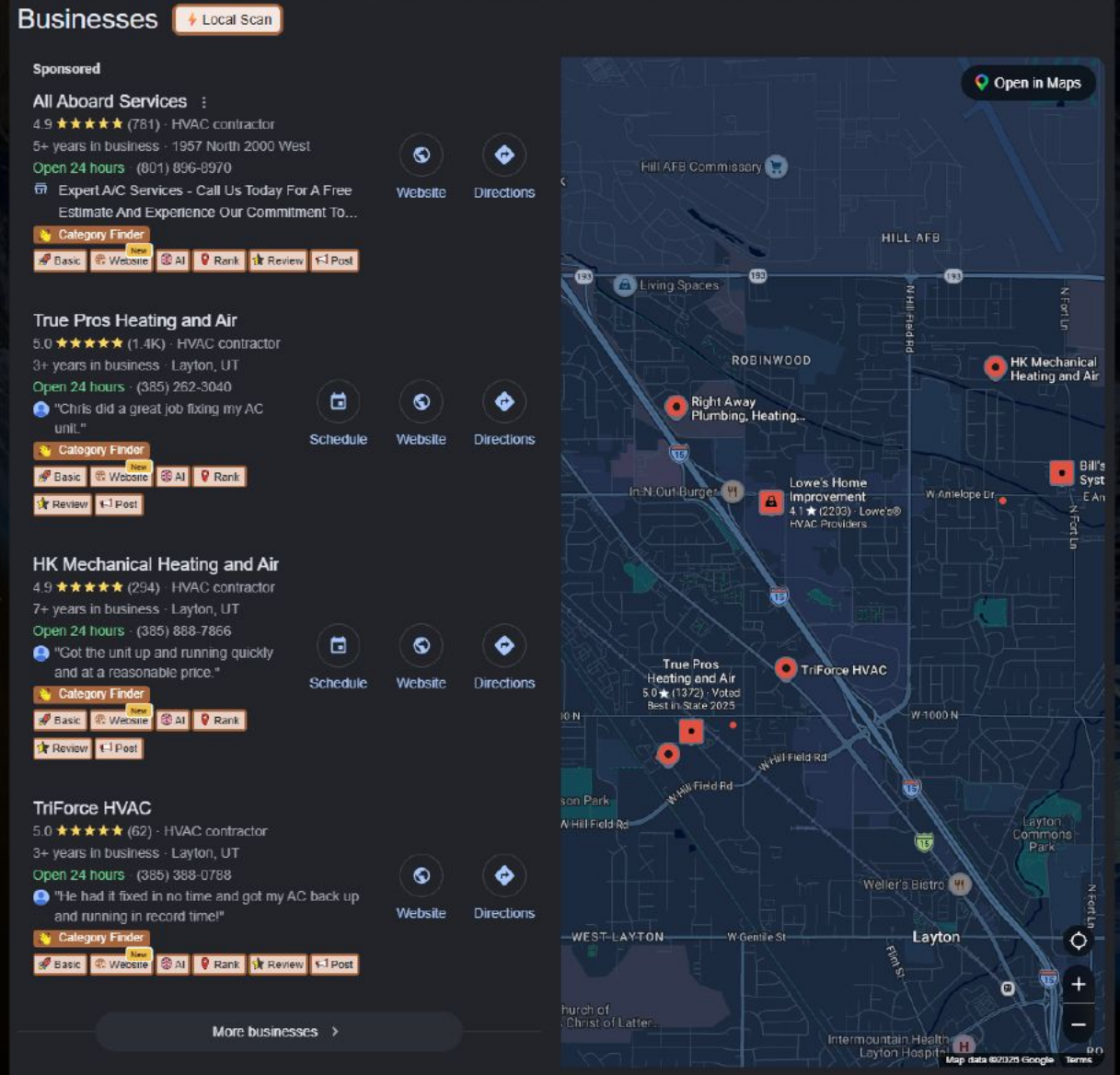
85%

OF ORGANIC APPOINTMENTS
COME THROUGH GOOGLE MAPS

Nobody is flipping through a phone book. They type three words and call one of the first three results.

WHAT THEY ACTUALLY TYPE

"HVAC near me" "best contractor layton"
"24 hour plumber"



STEP ONE · GET FOUND

Paid ads rent the attention that SEO owns

Three places to spend, ranked by how badly the person already wants you.

Demand Capture

Local Services Ads

Paid Ads

Demand Capture

Google Search

SEO

"HVAC near me."

Demand Creation

Facebook &
Instagram (Meta)

Paid Ads

This is where most contractors are overwhelmed and have asked for the most help and are told to spend the most money: LEAD GEN.



STEP TWO

GET CHOSEN

Traffic without conversion is just noise

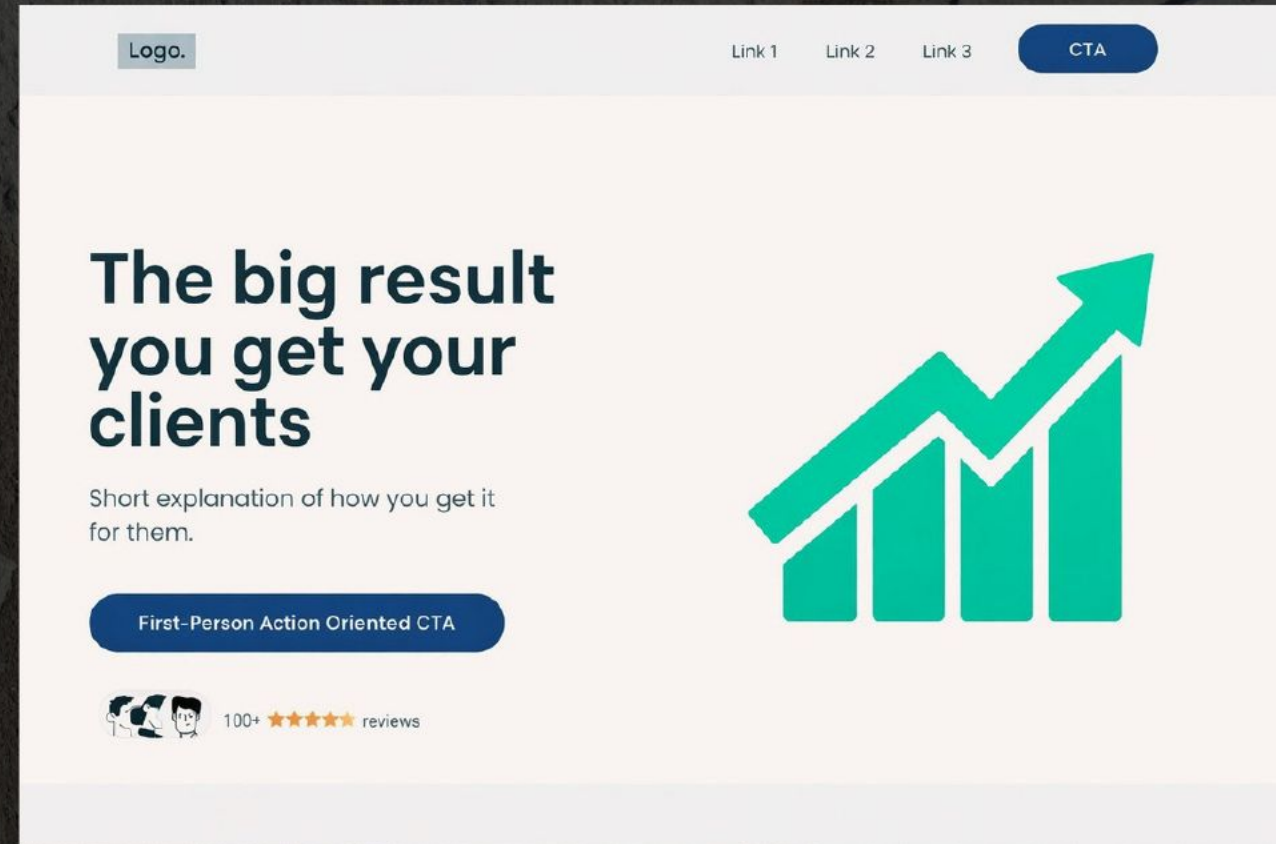
STEP TWO · GET CHOSEN ORGANICALLY

Your website is your first sales rep

- Most contractor sites are a **digital brochure** — they describe, they don't sell
- A website isn't read. It's **scanned**
- You have about **five seconds** before they are gone.
- Good design isn't decoration — clean layout and navigation can **multiply conversion**

ANSWER THESE ABOVE THE FOLD

- 1 What do you do?
- 2 How does it make their lives better?
- 3 How do they get it?





Home

Gardening Services ▾

FAQ

Blog

Contact

X

LOOKING FOR A RELIABLE GARDENER?

Garden Services by Local Gardeners in Bournemouth & Poole

My Tidy Garden is a team of local gardeners trusted by homeowners and businesses throughout Bournemouth & Poole to provide regular **Garden Maintenance** visits and one-off **Gardening Services**. Including: *Hedge Cutting, Lawn Mowing, Tidy-ups & Clearances, Garden Waste Removal, Weed Control, Pressure Washing, & more...*

[Book My Gardener](#)

[Contact us →](#)

★★★★★ Rated 5 stars by many local customers



Tharir Yasen

★★★★★

4 months ago

My Tidy Garden is really doing what it says on the name of the company to make your garden tidy and pleasant to look at. Mike and his partner are young energetic and proud of their work. I have no hesitation recommend My Tidy Garden to friends and any one looking for punctual and reasonably priced service.

Positive

Effortlessly Beautiful Gardens, All Year Round

Our professional, local gardeners provide regular garden maintenance, hedge trimming, and lawn care across **Bournemouth and Poole** to keep your outdoor space looking its best.

[Book My Gardener](#)



"They leave my garden looking immaculate - much better than I ever managed!"

-Sally Shutt

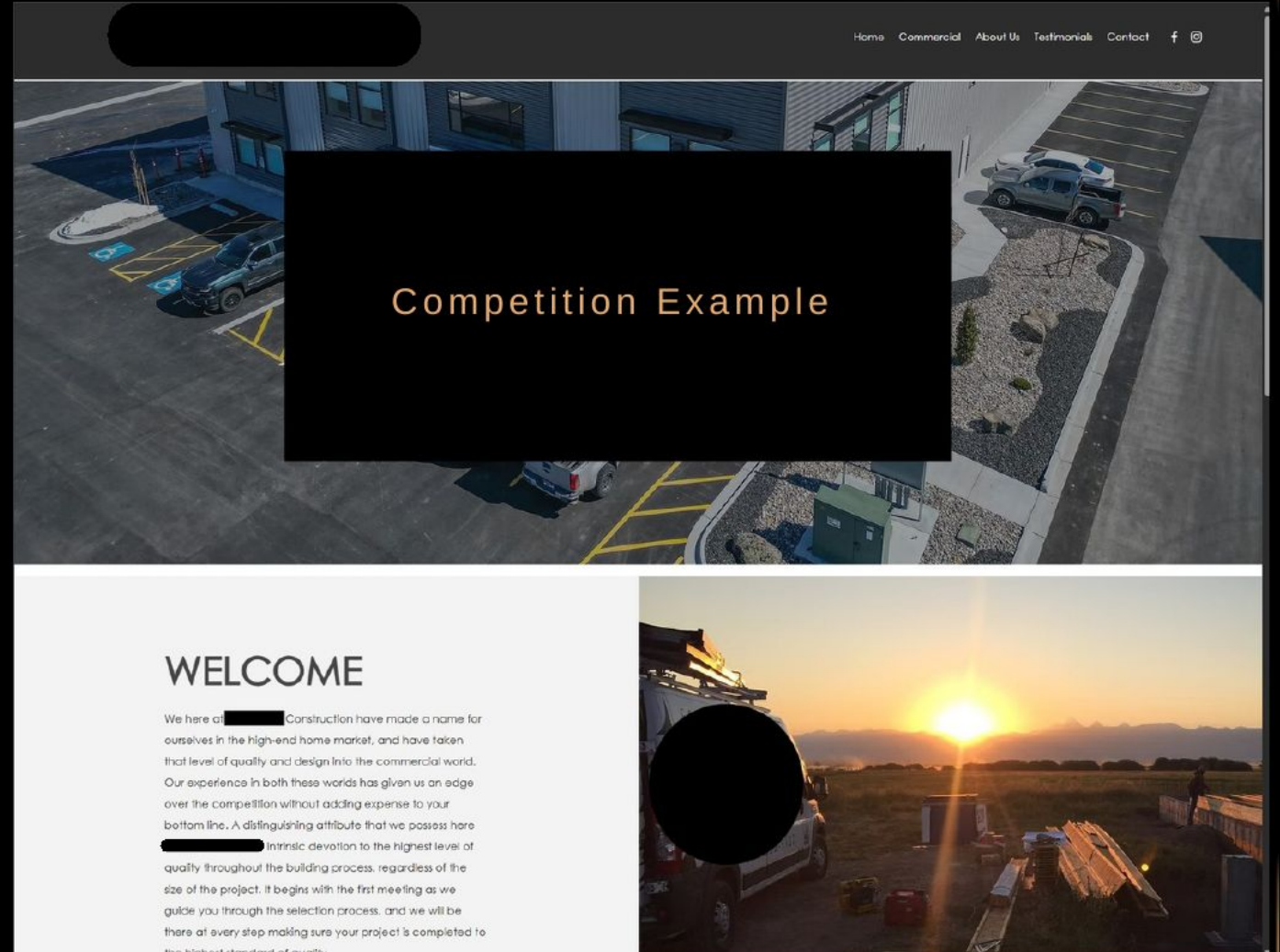


STEP TWO · GET CHOSEN

The good news

THE GOOD NEWS

- If your competition's site is **slow, broken, or years old, this means you have less competition.**
- **Most** of them aren't mobile optimized.
- Some won't even load.
- **The bar is on the floor. You can do better.**





This site can't provide a secure connection

construction.com sent an invalid response.

Try running [Windows Network Diagnostics](#).

ERR_SSL_PROTOCOL_ERROR

Reload

STEP TWO · GET CHOSEN

Contractors burn ad money or grow with it.

Burn it:

◆ Sending clicks to the homepage.

Sending leads to a page that's not directed at the specific offer.

◆ Generic Creative.

Ads thrown together based solely off of "feeling" or others telling you it looks good.

◆ Targeting incorrectly.

Getting leads from areas too far away?

◆ No system in place to capitalize.

Way worse than you realize. Leads not captured return bad data and teach the system incorrectly. Most don't realize this requires a full campaign relaunch.

Grow it:

◆ Sending clicks to the Offer

Landing page specifically for the offer you're running. Not your website homepage.

◆ Creative researched and dialed in.

Ads made with research of the pain and pleasure of what your ideal clients want.

◆ Exact Area Targeting.

Avoid getting out of state and/or unqualified/undesirable leads.

◆ Automation built to capture on inquiry.

A lead captured and reported, teaching the system what leads to send you more of.

Landing page specific design

THE UTAH REMODEL GUARANTEE

GET 15% OFF YOUR HOME REMODEL

One bathroom or the whole house, done right
by a crew that shows up, quotes straight, and
holds the price.

T

★★★★★

"Showed up as scheduled, did a fantastic job on
budget and on time. Got my business from now on."

Timothy van Weerd Google review

Claim your free walkthrough

Answer a few quick questions, takes about a minute.

Step 1 of 6

17% complete

QUESTION 1

WHAT ARE YOU LOOKING TO REMODEL?

A Bathroom

B Bedroom

C Kitchen

D Multiple Rooms

E Full Basement or Home

★★★★★

Rated 5.0 by local
Utah homeowners

19+

Five-star Google
reviews

100%

Price locked at
signing

3

Remodel spots
open this month,
any size



STEP THREE

GET IT AUTOMATED

The part that gives you your nights back

STEP THREE · MAKE IT WORK WHEN YOU DON'T

The job doesn't go to the best
contractor.
It goes to whoever picks up first.

SPEED TO LEAD

THEIR SIDE

A homeowner with a leak calls three numbers off Google and books the first person who answers.



YOUR SIDE

You are on a roof, maybe at dinner, perhaps you're asleep. All valid reasons to miss the call, however, the call still counts against you.

STEP THREE · GET IT AUTOMATED

Imagine this situation.

7:32 PM

Homeowner calls about a
busted water heater



7:32 PM

The system answers when
you don't



7:35 PM

Callback booked for the
following morning at 9



7:36 PM

Confirmation text sent, job in
your pipeline

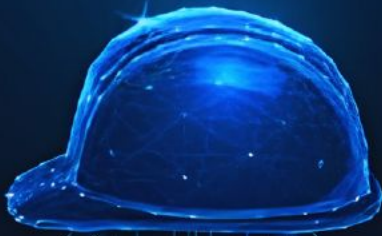


You find out in the morning the lead was contacted
while you were doing what you wanted.



What Exactly is AI and How Does It Help My Service Business?

AI Automation



- **Instant callback** — a new lead gets dialed in under 60 seconds
- **Missed-call text-back** — they get a text before they dial your competitor
- **AI answers after hours** and books the estimate or sets a follow up call.
- **Every lead in one place** instead of three inboxes, a notepad, or your text messages

A Digital Assistant That Never Sleeps

You are not meant to be
on call 24/7.



THE TEST

Could you take the weekend off
and still have leads contacted
when you got back?



ALL THREE, TOGETHER

This is NOT THREE SEPARATE PARTS.
This is an Ecosystem that works together FOR you.

Google & Maps

Paid Ads

Referrals

THE SYSTEM

Site Converts

Ads get Leads

System answers

Follow-up runs

BOOKED
JOBS

THE NUMBER NOBODY TRACKS

Missed calls are lost revenue

MISSED CALLS PER MONTH

×

YOUR CLOSE RATE

×

AVERAGE JOB VALUE

WALKING OUT THE DOOR EVERY YEAR

\$?

Voicemails don't count as answered. A homeowner who reaches voicemail is already dialing the next number.

YOURS, FREE

Everything I just walked through, written down

- **Local SEO training** - Learn the basics to do yourself
- **Website master prompt** — build or rewrite your own landing pages with it
- **Paid ads & marketing** — What buttons to click that Agencies charge thousands for
- **Contractor CRM setup** — A simple start

NO CATCH

Scan the QR code to go to my website
attritionhq.com and go to Free Resources



IF YOU WOULD RATHER NOT DO IT ALONE

There's Something for Everybody.

OK, How Much Does It Cost?

Looking for a CRM?

Need help with your GBP?

Need a landing page designed for your site or ads?

Want someone to show you what buttons to click to deploy Meta Ads?

Just need some advice and a direction?

Depending on what you're looking for, cost can be as low as a couple hundred

— YOUR FIRST CALL WITH ME FREE REGARDLESS —
- Its knowledge you keep forever -



THANK YOU

Colin George Gamble

385-775-3953

colin@attritionconsulting.com

QUESTIONS??

