
FOUND • TRUSTED • CHOSEN

LOCAL VISIBILITY SERVICES GUIDE

Fix what is visibly broken.

Build a review request system.

Prove the work every month.

[PROFILE](#) | [REVIEWS](#) | [CONTENT](#) | [REPORT](#)

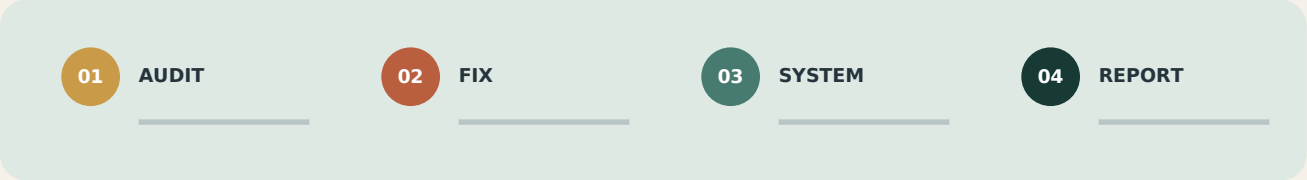
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide before promising ranking, accepting account access, or selling a monthly package. Then use the worksheets to audit demand, plan tools, define scope and ownership, estimate and invoice work, track clients and leads, report monthly activity, and protect client accounts and permissions.



PROFILE CHECK | Start with the listing, posted hours, photographs, reviews, and a visible correction.

PIECE	USE
Core guide	Test demand, identify the buyer, start with one visible fix, price the work, and launch.
Operating kit	Use the startup, budget, estimate, scope, invoice, tracker, report, and protection tools.

SOURCE FRAME

Read the source backwards



Built from a thirteen-slide carousel by @great_reads_library, “Ways to Support a Business Without Buying From Them.” The carousel lists ten free actions that help a business get found. This document turns that list upside down and asks a different question: what if somebody did all ten of those things for a business, on purpose, every month, for a fee?

The ten actions are used here with attribution. Every market fact and verdict below was gathered independently.

The carousel says: follow them, comment thoughtfully, share their content, save their content, leave a review, recommend them, celebrate their wins, give useful feedback, engage consistently, and remember that your attention and voice have value even when your money does not.

Every one of those is free. Every one of them is also something a small business owner is too busy, too tired or too self-conscious to organise for themselves. That gap between “free” and “actually happens” is the entire business.

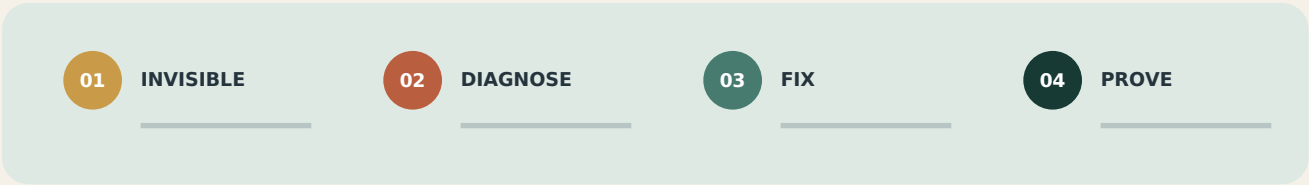


CONTENT CAPTURE | Useful photographs show the work, the tools, and the people behind a local service.

FREE ACTION	PAID SERVICE
Attention	Scheduled audit and response
Voice	Consistent client-approved communication
Recommendation	Repeatable review request system
Consistency	Documented monthly execution

CORE GUIDE 01

1. The bet



The core assumption: enough local micro-businesses — trades, food trucks, salons, small retail — are invisible online, know it, and will pay a small recurring amount to have someone keep them visible without having to learn how.

The fastest zero-budget test, and it is unusually clean here. Search Google for eight local businesses. For each one, write down: does a Google Business Profile exist, are the hours right, is there a photograph from this decade, and how many reviews do they have. You will have a prospect list and a diagnosis in ninety minutes without speaking to anyone.

Then walk into three of the worst and say: “I looked you up and your hours are wrong on Google. Want me to fix it? No charge.” Fix it. See what happens next.

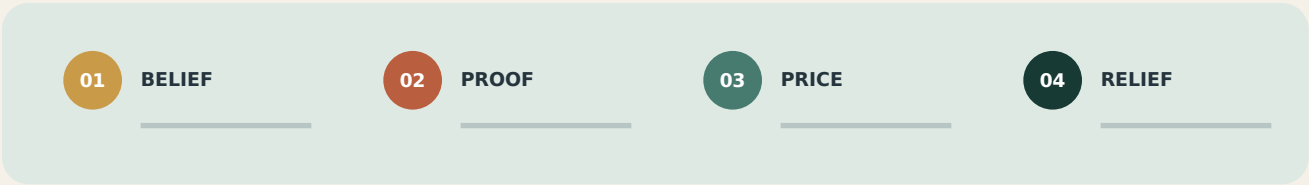


REVIEW SYSTEM | The product is relief from an uncomfortable task, delivered in a repeatable system.

AUDIT FIELD	QUESTION
Profile	Does it exist and is it owned?
Hours	Are the posted hours accurate?
Photographs	Are they current and useful?
Reviews	How many and how recent?

CORE GUIDE 01-02

Why it fails and who pays



The three biggest reasons it fails:

RISK	WHAT IT MEANS
The buyer does not believe visibility is a problem	A business owner with a full schedule this month does not feel invisible. The ones who feel it are the ones with no money.
The value is invisible and slow	You cannot show a before-and-after photograph of a review count. Proving your work caused a phone call is genuinely hard, and that is why this category is full of people who take money and disappear.
The price ceiling is low and the effort is not	A micro-business will pay perhaps \$150-300 a month. Ten clients is a real workload for one person and a modest income.

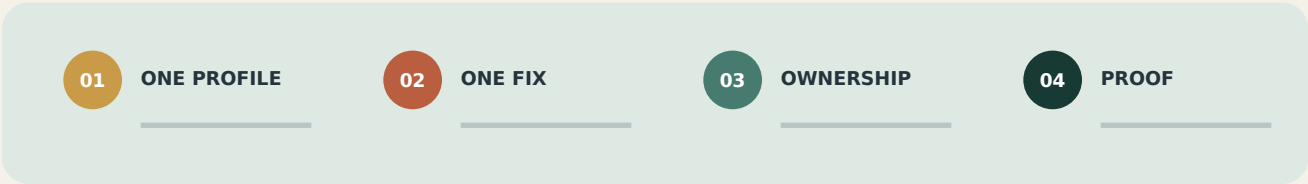
The buyer is a one-to-five person local business — a trade, a truck, a shop, a salon.

IN THEIR OWN WORDS
"I know I should be doing social media. I just never get to it."
"Somebody said my Google is wrong but I don't know how to change it."
"I had a guy who was supposed to do this and he took my money and I never heard from him again."
"How do I get people to leave reviews? I hate asking."

That last one is the entire product. Nobody wants to ask for reviews. It feels like begging. A person who will do the asking on your behalf, in a system, every month, is selling relief from an uncomfortable task — not marketing.

And the third quote is your competitive advantage. This industry has burned people. A local face who shows up in person, who is easy to find, and who is not going anywhere is worth more than skill here.

The smallest version and what it takes



One business. One Google Business Profile, corrected and completed, plus a review request system. Flat fee, one time.

Not a retainer, not a contract, not a package. Fix one thing that is visibly broken, charge for it, and let the recurring conversation happen after they have seen you do something.

Check licensing, zoning, and tax rules for your own city and state before starting.

You will want general liability insurance because clients ask for it, and you will want a written agreement covering who owns the accounts — the single most common dispute in this trade.

Equipment: a computer, a phone with a decent camera, and a spreadsheet. There is little equipment in this business, which is why the barrier to entry is low and why the category attracts people who should not be in it.

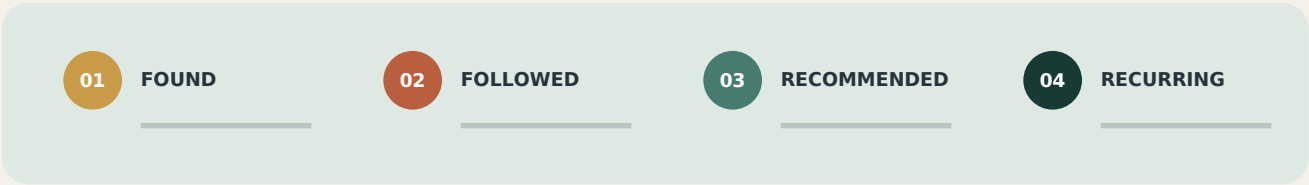
What you actually need instead is proof.

REQUIREMENT	WHY	STATUS
Your own Google Business Profile, complete	You cannot sell visibility while invisible	
Your own reviews	Same reason, doubled	
A written service agreement	Account ownership, cancellation, deliverables	
A simple monthly report	This is how you prove work happened	
Two case studies with numbers	The only real sales tool in this trade	

Your own Google Business Profile is a hard gate. Selling a visibility service while being invisible yourself is the objection you will not survive, and it is free to fix.

CORE GUIDE 05

5. Pricing



Recommended: build the business on the low tier and treat the others as upgrades. A \$150 line item does not go to a committee. It gets a yes or a no in one conversation, and ten of them is \$1,500 a month of recurring revenue from work that batches well.

One-time services that pay while the recurring base builds: profile setup and correction \$200–350 · review system setup \$150 · photograph session for a business with no usable images \$250–400.

What not to do: never sell “social media management” by the hour, and never promise ranking. Hourly punishes you for getting fast, and anyone promising a Google ranking is either lying or about to be wrong.

TIER	MONTHLY	WHAT IT IS
Low — Found	\$150	Google Business Profile owned, complete and accurate. Hours, photographs, categories, services, Q&A. Review requests sent to every customer. Monthly one-page report
Mid — Found and Followed	\$300	All of the above plus eight social posts a month built from photographs you take on site, plus responses to every review and comment
Premium — Found, Followed and Recommended	\$500–650	All of the above plus quarterly on-site photography, listing accuracy across the major directories, and a reputation response plan for negative reviews

PRICE CONTROL	RULE
One-time first	Prove one visible correction before recurring work
Flat fee	Do not punish speed with hourly billing
No ranking promise	Sell defined work and reporting, not an outcome you cannot control

CORE GUIDE 06

6. The ten actions as a service menu

01 FOLLOW

02 COMMENT

03 SHARE

04 SAVE

From @great_reads_library. Read as a checklist for a paying client rather than a list of nice gestures.

ACTION	SERVICE INTERPRETATION
Follow them	The client's own network is the first audience. Get their staff, family and suppliers following — it tells the platform the account is real.
Comment thoughtfully	Ask a question, share experience, add perspective, say what you learned. Their line: real conversations create visibility. For a client this means you respond to every comment on their page, in their voice, within a day.
Share their content	One share can put a small business in front of an entirely new audience.
Save their content	Saves signal value to the platform.
Leave a review	Their framing: a simple review helps someone considering the business feel more confident. Social proof matters. This is the highest-value item on the whole list and the one clients cannot bring themselves to chase. Systematise it and you have a product.

EXECUTION	RECORD
Client-approved voice	
Response window	
Review request trigger	
Evidence saved for report	

CORE GUIDE 06

The service menu continued

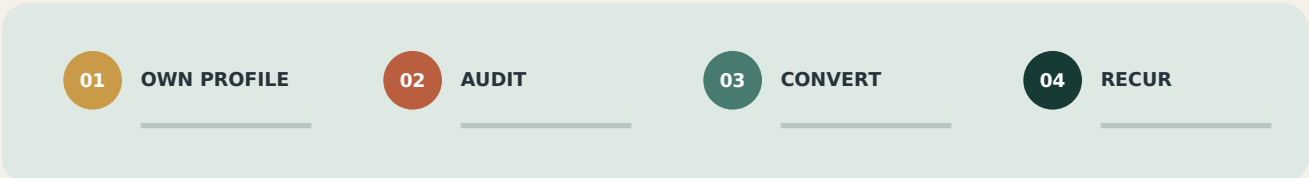
01	RECOMMEND	02	CELEBRATE	03	FEEDBACK	04	CONSISTENCY
ACTION		SERVICE INTERPRETATION					
Recommend them		You do not have to buy to become the source of a new customer.					
Celebrate their wins		A launch, a milestone, an anniversary. Free content that people actually engage with.					
Give constructive feedback		Be useful, not just critical. For a paying client this is the monthly conversation about what is broken — wrong hours, no photographs, an unanswered one-star review sitting there for a year.					
Engage consistently		Their words: support does not have to happen once, small actions add up.					
Attention and voice		Attention, voice, recommendation and encouragement all have value even without a purchase.					

The commercial insight underneath all ten: none of these cost money, all of them cost attention, and attention is precisely what a working owner has none of. You are not selling marketing. You are selling the fact that it gets done.

MONTHLY CYCLE	OUTPUT
Audit	What changed and what is broken
Execute	Approved profile, review, content, and response work
Capture	Screenshots, counts, links, and photographs
Report	One page showing what happened and what is next

CORE GUIDE 07

7. First 90 days and the one metric



03

04

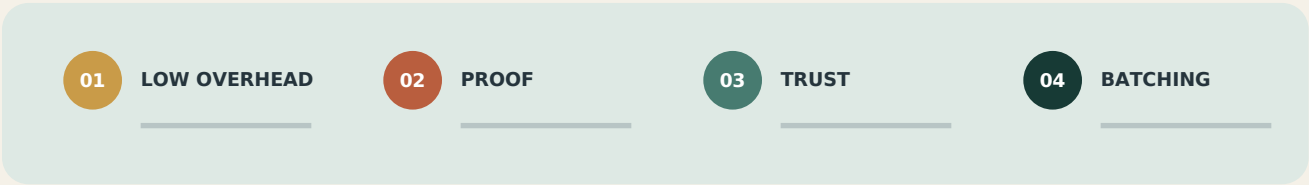
WINDOW	ACTION
Days 1-10.	Create and complete your own Google Business Profile. Ask ten people who know your work for reviews. Nothing else happens until this is done.
Days 11-25.	Audit eight local businesses. Write the findings down. Fix two for free.
Days 26-60.	Convert one of the free fixes into a paid low tier. Build the one-page monthly report template and the service agreement.
Days 61-90.	Three paying clients on the low tier. Photograph everything you do for a case study.

THE ONE METRIC

The one metric: recurring monthly revenue under agreement. Not clients, not posts, not followers. If it does not recur it is freelancing, and freelancing does not compound.

MONTH	RECURRING REVENUE	ONE-TIME REVENUE	CLIENTS	DECISION
1				
2				
3				

8. Honest assessment



What is genuinely good here. Low equipment, no inventory, no vehicle, no season. It is location-independent. And the work batches: ten clients’ profiles can be updated in one focused morning.

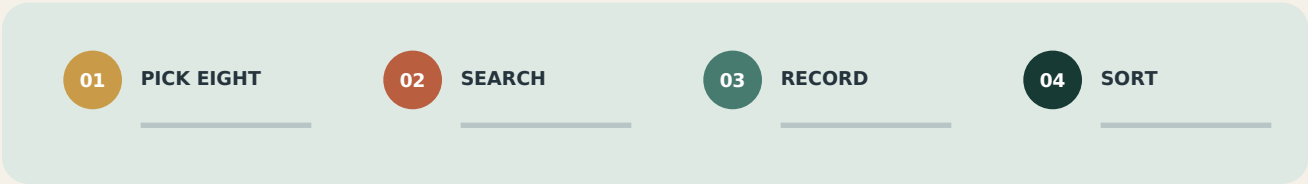
What is genuinely hard. The value is invisible and slow to prove. The price ceiling is low. The buyer often does not know they have the problem. And the category has a reputation problem you will personally have to overcome in every conversation.

The recommendation. Do the ninety-minute audit. It is free, it produces a prospect list, and it tells you whether local businesses are as invisible as you think they are. But create your own Google Business Profile this week regardless of whether you ever sell this service — every local business needs it, and it costs nothing.

FACTOR	ADVANTAGE	RISK / CONTROL
Overhead	Little equipment or inventory	Low barrier also attracts weak providers
Delivery	Work can batch	Ten clients is a real workload
Value	Recurring relief	Invisible and slow; report the work
Trust	Local presence matters	Reputation problem; prove ownership and follow-through
Decision	Audit is free	Do not skip the evidence

MARKET TEST

The ninety-minute audit — how to actually run it



This is the zero-budget test, written out. Do it in one sitting with a spreadsheet open.

Pick eight businesses you already know by name in your area. Trades, food trucks, salons, small retail — the kind that would never call a large agency. Do not pick the ones you think are doing well. Pick a spread.

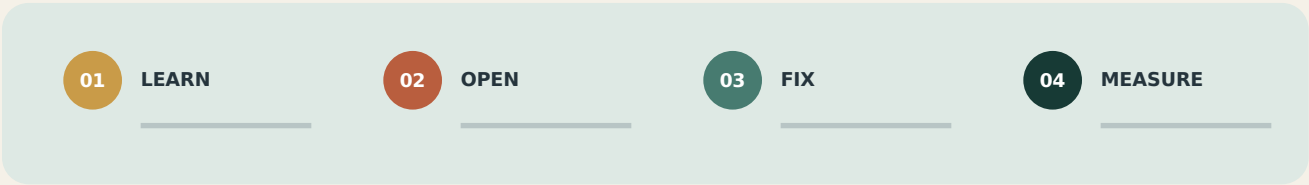
For each one, search their name plus their location and record six things:

COLUMN	WHAT YOU ARE LOOKING FOR
Profile exists	Is there a Google Business Profile at all, or just a scraped listing nobody owns
Hours correct	Compare to the sign on their door if you know it
Photographs	How many, and are any from this decade
Review count	The single best proxy for whether they are winning locally
Last review date	A profile whose last review is from 2023 is dead
Response rate	Has anyone ever replied to a review, good or bad

Then sort by the gap. The best prospect is not the worst business. It is the good business that is invisible — a place you know does solid work, with four reviews and no photographs. They already have happy customers. Nobody has ever asked those customers to say so.

MARKET TEST

Turn the audit into proof



Two things you will learn that no document can tell you. First, whether the area’s businesses are genuinely unfound or whether they are doing fine without help — that is the whole question and ninety minutes answers it. Second, you will have eight specific, named, evidenced conversations to open, which is a far better position than a cold call.

Then fix two for free. Not as a loss leader — as your case studies. Photograph the before, do the work, photograph the after, and record the review count on the day you started. In three months you have the only sales tool that matters in this trade: a number that moved.

BUSINESS	PROFILE	HOURS	PHOTOS	REVIEWS	LAST REVIEW	RESPONSE
1						
2						
3						
4						
5						
6						
7						
8						

CASE STUDY	BEFORE	FIX	AFTER	NEXT CHECK
1				
2				

COMMITMENT CHECK

Before you commit and what it costs to be wrong

01

FINDABLE

02

CASE STUDY

03

AGREEMENT

04

REPORT

DONE	BEFORE YOU COMMIT
☐	Create and complete your own Google Business Profile
☐	Ask ten people for reviews on it
☐	Audit eight local businesses: profile, hours, photographs, review count
☐	Fix two of them free and see what happens
☐	Draft the service agreement, with account ownership spelled out
☐	Build the one-page monthly report template

Every item is free. The last one is the hardest.

RISK	COST
Doing the audit	Ninety minutes. Even if you never sell a thing, you now know which local businesses are struggling to be found — useful market knowledge.
Taking a client and underdelivering	This is the expensive one, and it is reputational rather than financial. You may meet that person again. Do not sell the mid tier until the low tier is running smoothly for someone.
Selling before you are findable yourself	The objection you cannot answer. Free to prevent, fatal to ignore.

WORKSHEET 01

Startup Checklist

01

AUDIT

02

OWN

03

AGREE

04

SELL

DONE	ACTION	OWNER / DATE / NOTES
☐	Complete your own Google Business Profile and begin collecting reviews.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Audit eight local businesses and rank the visibility gaps.	
☐	Fix two profiles free and record before, work completed, and after.	
☐	Define the one-time profile correction and review-system offer.	
☐	Create a written agreement covering ownership, access, deliverables, cancellation, and permissions [VERIFY].	
☐	Build the one-page monthly report and evidence system.	
☐	Convert one free fix to a paid low tier.	
☐	Reach three paying clients and document recurring revenue.	

WORKSHEET 02

Equipment and Budget Worksheet

01

DEVICE

02

CAMERA

03

ACCESS

04

REPORT



REPORTING SYSTEM | Before-and-after evidence, review activity, photographs, and next actions prove the work.

ITEM	NEEDED?	ESTIMATE	ACTUAL	NOTES
Computer / backup				
Phone / camera				
Spreadsheet / reporting tools				
Secure password / access system [VERIFY]				
Scheduling / invoicing / payment				
Travel / on-site photography				
General liability insurance [VERIFY]				
Templates / print materials				
Contingency				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

WORKSHEET 03

Pricing and Estimate Template

01

PROFILE

02

REVIEWS

03

CONTENT

04

REPORT

CLIENT	BUSINESS / LOCATION	ESTIMATE #	DATE

INPUT	BASIS	AMOUNT
One-time profile correction	Ownership, hours, categories, services, photographs	
Review system setup	Trigger, request, follow-up, record	
Monthly profile maintenance	Defined updates and report	
Content capture	On-site photographs / session	
Social posts	Quantity and approval process	
Review / comment responses	Defined response window and voice	
Directory accuracy	Named directories and update scope	
Travel / rush / additional work	Written change request	
Tax [VERIFY]	Applicable local rule	
Total estimate		

WORKSHEET 04

Service Scope and Account Ownership Template

01

OWNER

02

ACCESS

03

APPROVAL

04

EXIT

FIELD	AGREED DETAIL
Client / business / decision-maker	
Client-owned profile and account list	
Administrator / manager access granted	
Recovery email / phone ownership [VERIFY]	
One-time corrections included	
Monthly deliverables and quantity	
Client approval and response duties	
Review-request method and trigger	
Comment / review response authority	
Photograph and content permissions [VERIFY]	
Reporting date and evidence supplied	
Cancellation / handoff / access removal	
No ranking guarantee	
Client acceptance / date	

WORKSHEET 05

Invoice Template

01

SERVICE

02

MONTH

03

TOTAL

04

DUE

BUSINESS	CLIENT	INVOICE #	DATE / DUE

DESCRIPTION	MONTH / QTY	RATE	AMOUNT
Profile setup / correction			
Review system setup			
Monthly low tier			
Monthly mid tier			
Premium / on-site photography			
Additional approved work			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Total	
Balance due	

Job Log and Lead Tracker

01 AUDIT

02 FIX

03 CONVERT

04 RENEW

DATE	LEAD / SOURCE	VISIBLE GAP	QUOTE	STATUS / NEXT STEP

CLIENT	START	TIER	REPORT	RECURRING	RENEW / FOLLOW UP

ONE METRIC

RECURRING MONTHLY REVENUE: _____ ONE-TIME REVENUE: _____ DECISION: _____

WORKSHEET 07

Monthly Visibility Report Template

01CHANGE

02EVIDENCE

03RESULT

04NEXT

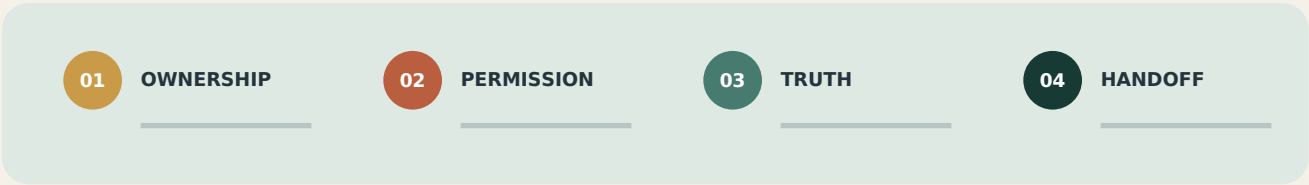
CLIENT	REPORTING MONTH	TIER	REPORT DATE

AREA	WORK COMPLETED	EVIDENCE / COUNT	NEXT ACTION
Profile accuracy			
Hours / services / categories			
Photographs			
Review requests			
New reviews / responses			
Comments / messages			
Posts / shares / saves			
Directory accuracy			
Open issue			

CLIENT APPROVAL / QUESTION	NEXT REPORT DATE

WORKSHEET 08

Compliance and Client Protection



Check licensing, zoning, and tax rules for your own city and state before starting.

CHECK	CONTROL	INITIALS / NOTES
☐	Client owns the primary account, recovery email, recovery phone, and business profile [VERIFY].	
☐	Access level is limited to the work required and documented [VERIFY].	
☐	Photographs, customer information, testimonials, and content have permission for use [VERIFY].	
☐	Review requests are truthful and do not promise, purchase, or fabricate reviews [VERIFY].	
☐	Responses use the client-approved voice and escalation rule.	
☐	Services and reports do not promise a search ranking or unsupported result.	
☐	Password, device, file, and account-access practices are defined [VERIFY].	
☐	Cancellation, record delivery, account handoff, and access removal are documented [VERIFY].	
☐	Work completed, evidence, approvals, changes, and billing are retained [VERIFY].	

STOP RULE

If ownership, permission, access, a client claim, review practice, result claim, or handoff requirement cannot be confirmed, stop and mark it [VERIFY] before publishing or changing an account.

The ten support actions in Section 6 are attributed to @great_reads_library and reproduced as the source list this document is built on.