
NAVIGATOR'S LOG R&D; · GBP MANAGEMENT PARTNERSHIP

Document Package Reading Guide & Flow Map

For Steve Richardson

● STEVE

Primarily for your use in the field



BOTH

Shared reference and planning



NLR

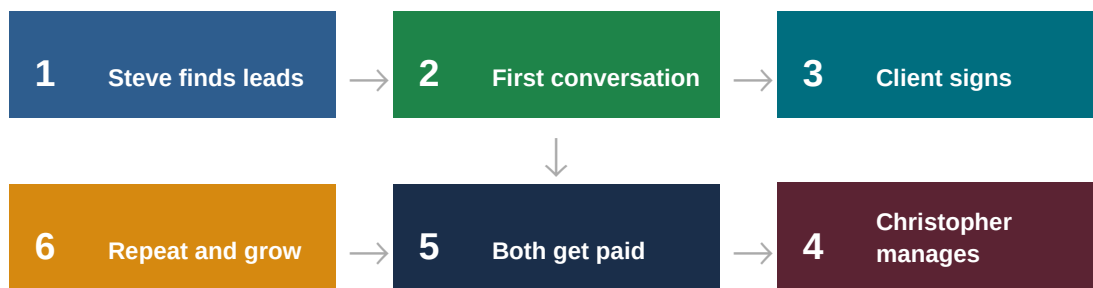
Christopher's operational tools

THE CORE IDEA

Fresno has over 22,000 businesses. The vast majority have a Google Business Profile that is either incomplete, unmanaged, or invisible to the searches that should be finding them. Customers search Google before they call. A business that does not appear in those results loses that customer to a competitor — every day.

Navigator's Log R&D; manages those profiles: publishing content, responding to reviews, correcting errors, and making sure each client's business shows up when customers are looking. Steve brings the relationships and the Fresno credibility. Christopher builds and runs the service.

THE BUSINESS FLOW



THREE PLANS, ONE DECISION

Three business plans are included in this package — Plan A, B, and C. They represent distinct operating models, from a focused GBP management service (Plan A) to a full local digital agency (Plan C). Each is self-contained with its own financial projections, role definitions, and service structure.

Documents are grouped by priority tier. Foundational documents establish the business model and market context. Field tools support prospect engagement and client onboarding. The research library is reference material intended for ongoing use.

READ FIRST — 30 to 45 minutes**Plan A — GBP Management Service***plan_a_gbp_management.pdf*

The primary proposal. What the service is, who does what, what it costs clients, and how revenue flows.

Financial Projections*financial_projections.pdf*

Three scenarios — pessimistic, realistic, optimistic. Real math, clearly labeled as modeling assumptions — revenue split percentage is subject to negotiation.

Competitor Analysis*competitor_analysis.pdf*

Eight other providers in this space and why none of them occupy the same competitive position.

READ SECOND — 45 to 60 minutes**GBP Manual — What GBP Management Is***gbp_manual.pdf*

Comprehensive reference covering GBP mechanics, research data, market context, best practices, limitations, ROI, and a full glossary. Nine parts.

Scams, Pitches & Scenario Analysis*scams_pitches_pros_cons.pdf*

Nine scams to recognize, five tested pitches, five prospect scenarios with pros and cons. Supports field preparation before prospect meetings.

Blackstone Avenue Bicycle Guide*blackstone_field_guide.pdf*

13 verified stops, real distances from Palm Plaza, opening lines for each business. Organized by stop with distances and GBP gap analysis for each location.

Four-Week Launch Schedule*four_week_schedule.pdf*

Week by week — every task, who owns it, how long it takes. The primary operational planning reference for the launch period.

REFERENCE — Return to These as Needed

Plans B and C

[plan_b_editorial_leads.pdf](#) /
[plan_c_navigator_agency.pdf](#)

Alternative models. Plan B is editorial lead generation. Plan C is a full agency pivot. Read these when you want to compare options.

Fresno Prospect List

[fresno_prospect_list.pdf](#)

93 businesses scored and prioritized. Your sales territory, sorted by opportunity.

Forms Package

[forms_package.pdf](#)

Five forms: intake, audit, monthly report, service agreement, offboarding. These run the day-to-day.

Fresno Market Study

[fresno_market_study.pdf](#)

Ten sections of Fresno market data. Skim it for the numbers you'll use in conversations.

Practices & Keywords

[practices_and_keywords.pdf](#)

138 English keywords across 14 categories, plus ten phases of best and bad GBP practices.

Auto Repair Fresno

[auto_repair_fresno.pdf](#)

20 shop profiles in depth. The auto repair category is the highest-ROI entry point in Fresno.

THE OPPORTUNITY LIBRARY — Broad Market Research

Micro-Operator Field Guide

[micro_operators.pdf](#)

The Craigslist and Facebook Marketplace economy: 40+ trade categories, license requirements, pitch angles.

Fresno for Families

[kids_fresno.pdf](#)

Family entertainment, seasonal experiences, the inflatable rental market, and content strategy.

Migration Plan

[migration_plan.pdf](#)

Steve's three WordPress sites — what to do with them, what it costs, what it saves.

Multilingual Keywords

[multilingual_keywords.pdf](#)

8 language communities in Fresno — Hmong, Punjabi, Vietnamese, Lao, Khmer, Armenian, Arabic, Farsi.

Spanish Keywords

[spanish_keywords.pdf](#)

119 Spanish keywords across 13 categories. Copy-paste ready for GBP content.

Automation Plan*automation_plan.pdf*

How the operation scales: free tools at 0-10 clients, BrightLocal at 10-20, Vendasta at 20+.

CHRISTOPHER'S OPERATIONS — PROVIDED FOR REFERENCE

Work Log / Operations Logbook*nlr_logbook.pdf*

60 daily log pages, 12 monthly summaries, anomaly log, prospect pipeline. This is how the service is tracked.

The Fresno Palate — Dining Site Plan*dining_site_plan.pdf*

Navigator's Log creative property. A Fresno dining publication, separate from this partnership. Included for reference.

Use this as a quick reference. Every document is listed with what it covers, who it is primarily for, and its role within the partnership.

SECTION 3A — THE BUSINESS CASE

01	Plan A — GBP Management Service	BOTH
	The primary plan. Defines the GBP management service model, three pricing tiers (\$75/\$125/\$175/mo), the Steve-NLR partnership structure, operations workflow, and financial projections. Revenue split section is labeled "to be negotiated" — no numbers are locked in.	<i>plan_a_gbp_management.pdf</i>
02	Plan B — Editorial Lead Generation	BOTH
	Alternative model: a niche editorial publication (think Fresno food writing, trades coverage) that generates organic leads for the GBP service. Lower-risk, slower to revenue, higher long-term potential. Compare to Plan A when deciding which approach makes sense for your situation.	<i>plan_b_editorial_leads.pdf</i>
03	Plan C — Navigator's Log Local Agency	BOTH
	Full-pivot model: a local digital marketing agency operating under the Navigator's Log brand. Steve as relationship manager, Christopher as service principal. Higher revenue ceiling, heavier commitment required from both parties. Requires a direct conversation about fit.	<i>plan_c_navigator_agency.pdf</i>
04	Financial Projections	BOTH
	Three scenarios — pessimistic (12 clients/\$15K year 1), base case (18 clients/\$22K), optimistic (28 clients/\$32K). All math is verified. Split percentages used as modeling assumptions only — clearly labeled. Also includes the survival ratio and LTV:CAC analysis.	<i>financial_projections.pdf</i>
05	Competitor Analysis	BOTH
	8 competitors profiled: Inpower Marketing, WorldLight Media, Angi, Yelp, Thryv, BrightLocal, Fiverr, and freelance operators. Positioning matrix shows where NLR sits relative to each. The Angi and Yelp collapse is documented — it is the best argument for our model.	<i>competitor_analysis.pdf</i>

SECTION 3B — STEVE'S FIELD TOOLS

06	Blackstone Field Guide	STEVE
	13 verified stops, 3.8 miles one-way from Palm Plaza. Every stop has live rating and review count from June 2026, a specific GBP gap analysis, and an opening line for that conversation. Stop 01 (Smileland Dental) is 0.23 miles from home. Contreras Smog closes at 3PM (earlier than surrounding stops).	<i>blackstone_field_guide.pdf</i>
07	Scams, Pitches & Scenarios	STEVE
	9 scam profiles to recognize (Google impersonation, fake GBP management, listing hijacking, and more), 5 tested sales pitches matched to specific prospect situations, and 5 full pros/cons scenarios for common field situations including the burned prospect and the nephew situation.	<i>scams_pitches_pros_cons.pdf</i>
08	Four-Week Launch Schedule	BOTH
	Every task for the first four weeks, separated by owner (Steve vs. Christopher), with time estimates, tools required, and what each task produces. The full operational launch playbook from day one through first client report.	<i>four_week_schedule.pdf</i>
09	Fresno Prospect List	BOTH
	93 businesses prioritized and scored across every major service category in Fresno. Priority A targets, GBP gap ratings, addresses, and notes. This is your sales territory database.	<i>fresno_prospect_list.pdf</i>
10	Micro-Operator Field Guide	STEVE
	9 groups, 40+ categories of contractors, handymen, landscapers, cleaners, mobile mechanics, and specialty tradespeople who market via Craigslist and Facebook. CSLB license codes, estimated Fresno counts, where they advertise now, and pitch angle for each category.	<i>micro_operators.pdf</i>

SECTION 3C — GBP KNOWLEDGE BASE

11	GBP Manual	BOTH
	Nine-part comprehensive guide to Google Business Profile management: what GBP is, how it works, the research data behind it, the Fresno market context, best practices, limitations, the financial case, directory landscape, AI changes, and a full glossary. This is the reference document for the service itself.	<i>gbp_manual.pdf</i>
12	GBP Practices & Keywords	BOTH
	10 practice phases (5 bad, 5 good) covering setup, photos, reviews, posts, descriptions, categories, services, Q&A, citations, and monitoring. Plus 138 English keywords across 14 service categories with Fresno volume estimates and competition scores.	<i>practices_and_keywords.pdf</i>

13	Spanish Keywords	BOTH
	119 Spanish keywords across 13 categories in Mexican Spanish dialect. Copy-paste ready for GBP descriptions, posts, and Q&A.; Auto repair, HVAC, landscaping, cleaning, dental, restaurants, plumbing, electrical, painting, moving, salons, pools, and contractors.	<i>spanish_keywords.pdf</i>
14	Multilingual Keywords	BOTH
	8 language communities beyond Spanish: Hmong (Roman alphabet, copy-paste ready), Punjabi (Gurmukhi script), Vietnamese, Lao, Khmer, Armenian, Arabic, and Farsi. Fresno has the 2nd-largest US Hmong population. Every community has near-zero GBP competition.	<i>multilingual_keywords.pdf</i>

SECTION 3D — FRESNO MARKET RESEARCH

15	Fresno Market Study	BOTH
	10 sections: population and demographics, language demographics, business landscape, construction activity (\$2.5B forecast for 2026), consumer search behavior, GBP market data, inflation and consumer pressure, agricultural economy, civic development, and opportunity sizing.	<i>fresno_market_study.pdf</i>
16	Auto Repair Fresno	BOTH
	20 individual Fresno area auto repair shop profiles with live ratings, review counts, digital gap analysis, opportunity description, and specific pitch lines. Includes the national auto repair market context and the dealership-vs-independent dynamic. Also: a Spanish search term table and a priority call list.	<i>auto_repair_fresno.pdf</i>
17	Fresno for Families	BOTH
	Family entertainment and kids attraction landscape: Chaffee Zoo, Forestiere Gardens, Rotary Storyland, Blackbeard's FEC, Discovery Center, the Fruit Trail, Kings River, MetalMark, Sandbox VR. Plus the inflatable rental market with 11 operators profiled and a content strategy for writing about Fresno authentically.	<i>kids_fresno.pdf</i>

SECTION 3E — OPERATIONS DOCUMENTS

18	Forms Package	BOTH
	Five fillable forms: Client Intake (Form 01), GBP Audit Worksheet (Form 02), Monthly Report Template (Form 03), Service Agreement Summary (Form 04), and Cancellation & Offboarding Record (Form 05). These are the paperwork backbone.	<i>forms_package.pdf</i>

19	Automation Plan	BOTH
	Three-tier tool stack: 0-10 clients on free tools (Google, Canva, Sheets), 10-20 clients adding BrightLocal + n8n (~\$50-100/mo), 20+ clients with Vendasta (\$200-400/mo). Includes before/after comparison and 5-step weekly workflow.	<i>automation_plan.pdf</i>
20	Migration Plan	BOTH
	Steve's three WordPress sites (fresnobusinesses.com, cencalbusinesses.com, cencalhosting.com) migrated to static hosting. Saves \$189-374/year. Full separation rules, 5-phase plan, content strategy for each site, and the cost breakdown. The sites stay Steve's.	<i>migration_plan.pdf</i>

SECTION 3F — NLR INTERNAL TOOLS

21	Work Log / Operations Logbook	NLR
	60 daily log pages, 12 monthly summaries, anomaly log with 30 entries, and a 35-row prospect pipeline. This is Christopher's primary operations record — provided here so Steve understands how the service is tracked and reported.	<i>nlr_logbook.pdf</i>
22	The Fresno Palate — Dining Site Plan	NLR
	Navigator's Log creative property: a Fresno dining publication covering every restaurant in the city. Five sections including a full content brief template. Separate from the GBP partnership. Included for reference.	<i>dining_site_plan.pdf</i>