

4-WEEK WORK SCHEDULE

GBP Management Service — Launch Phase

30 tasks across 4 weeks · Every task rated by attention level, time, owner, tools, and skills required

ATTENTION LEVEL		OWNER	TIME CODES	
 HIGH	Requires focus. No distractions. Do this first.	 STEVE	30m	30 minutes or less
 MED	Steady work. Minor interruptions OK.	 CHRIS	1h	About 1 hour
 LOW	Routine. Can be broken into short sessions.	 BOTH	2h	About 2 hours
			3h	
			+	3 or more hours

This schedule covers the full launch phase of the GBP management service. Steve's tasks are shown clearly so he knows exactly what is expected, when it is expected, and how long it takes. Christopher handles the technical delivery. Where both are involved, the split is specified. Nothing in this schedule requires either person to work more than 3 uninterrupted hours at a time.

WEEK
1

Foundation & First Clients

Steve: ~5–7h
Chris: ~10–12h 8
tasks

Build the infrastructure. Audit the warmest prospects. Make the first calls.

Get first client
signed.

Steve: 1 tasks

Chris: 5 tasks

Both: 2 tasks

● High: 5

● Med: 3

● Low: 0

TASK · OWNER · LEVEL · TIME ·
WHEN

WHAT IT IS · WHY IT MATTERS

TOOLS · SKILLS · OUTPUT

TASK 01

Set Up the Tool Stack

CHRIS

● HIGH

3h+

Day 1 — Morning, uninterrupted

WHAT IT IS

Install and configure every platform needed: BrightLocal or Whitespark for citation tracking, Canva for graphics, a CRM (Airtable or Notion) for client and task tracking, Google Business Profile Manager, and a call tracking number if budget allows.

WHY IT MATTERS

Every task in every future week depends on this infrastructure being in place. A missing tool creates a bottleneck that stalls client delivery. Do this first, before any client conversations happen.

TOOLS

• BrightLocal • Airtable / Notion • Canva
• Google Business Profile • CallRail (optional)

SKILLS APPLIED

• Platform setup • Account configuration
• Systems thinking

PRODUCES

Complete working tool stack. Logins documented in a shared note Steve can access.

TASK 02

Build the Client Onboarding Form

CHRIS

● HIGH

2h

Day 1 — Afternoon

WHAT IT IS

Build a simple Google Form or typed questionnaire that new clients complete. Captures: exact legal business name, all phone numbers, website URL, service area, business hours (including holidays), GBP login info or access grant, social media links, and 3 photos to start.

WHY IT MATTERS

Without consistent intake data, every client onboarding becomes a scramble. This form runs on autopilot once built and takes the pressure off Steve to remember what to ask during sales calls.

TOOLS

• Google Forms • Notion • Google Docs

SKILLS APPLIED

• Information architecture • Client process design • Written communication

PRODUCES

Reusable intake form. Steve can share a link in any client conversation from Day 2 forward.

TASK 03 Warm List Review and Prioritization BOTH MED 1h <i>Day 1 or 2 — Together</i>	WHAT IT IS Steve reviews his existing directory client list and contact network. Together, identify the 5 to 8 warmest contacts — people who already trust Steve, who have spoken about marketing, or whose businesses have visible GBP problems. Rank them for outreach order. WHY IT MATTERS The warm list is the fastest path to a first paying client. Cold outreach works but it is slower. Spending 60 minutes mapping the warmest contacts saves weeks of effort.	TOOLS • Contact list • Prospect database PDF • Phone SKILLS APPLIED • Relationship assessment • Sales strategy • Local market knowledge PRODUCES Prioritized warm outreach list of 5-8 names with Steve's notes on each.
TASK 04 GBP Audit — First 3 Warm Prospects CHRIS HIGH 3h+ <i>Day 2 — Full morning</i>	WHAT IT IS Run a full GBP audit on the top 3 warm-list businesses. For each one: document current rating, review count, last post date, hours accuracy, photo count, services list completeness, description quality, citation consistency on Google vs. their website vs. Yelp. Note any immediate errors (wrong hours, wrong phone, missing categories). WHY IT MATTERS The audit report is both the sales tool and the first deliverable. Showing a business owner a specific, documented problem with their own listing — something they can see with their own eyes — converts far better than any pitch deck.	TOOLS • Google Maps • BrightLocal • Moz Local (free tier) • Google Search SKILLS APPLIED • Local SEO knowledge • Attention to detail • Research discipline • Written reporting PRODUCES 3 completed audit documents, ready to hand or email to prospects.
TASK 05 Audit Report — Format and Deliver CHRIS MED 2h <i>Day 3 — Morning</i>	WHAT IT IS Format the 3 audit findings into the 2-page PDF report template. Each report shows the specific gaps in plain language: what is wrong, what it costs them, what a managed profile looks like by comparison. Professional layout in Canva. Save as PDF with the business's name in the filename. WHY IT MATTERS A professional-looking report signals that this is a real service, not a cold call. It gives Steve something tangible to hand over or email. The quality of the report sets the expectation for the quality of the service.	TOOLS • Canva • Google Docs • PDF export SKILLS APPLIED • Report design • Plain-language writing • Visual layout PRODUCES 3 print-ready PDF audit reports, ready to share.

TASK 06 Steve Makes First Warm Calls STEVE HIGH 2h Day 3 or 4	WHAT IT IS Steve contacts the top 3 warm-list prospects by phone. The call has one purpose: deliver the audit report and ask for a 15-minute follow-up conversation. Not a sales call — a diagnostic delivery call. 'I had someone put together a look at your Google listing and we found some things worth showing you.' WHY IT MATTERS Steve's relationship capital is the single most valuable asset in this partnership. A call from Steve is not a cold call — it is a trusted contact reaching out. This is his lane and where his time delivers the most return.	TOOLS • Phone • Prepared talking points (1 page) • Audit PDF SKILLS APPLIED • Relationship management • Verbal communication • Trust capital PRODUCES 3 conversations initiated. Follow-up meetings scheduled where interest exists.
TASK 07 First Client Onboarding (if signed) BOTH HIGH 2h Day 4 or 5	WHAT IT IS If a warm-list contact converts to a paying client: send the intake form, receive completed data, request GBP access via Business Profile Manager, confirm service agreement terms, and set the client's expectation for the first deliverable (GBP corrections within 5 business days, first monthly report in 30 days). WHY IT MATTERS First impressions are disproportionately important in a service business. A client who has a smooth, professional onboarding experience tells other business owners about it. A chaotic onboarding creates doubt that cannot be undone.	TOOLS • Business Profile Manager • Airtable • Google Forms • Simple service agreement (PDF) SKILLS APPLIED • Client communication • Process management • Expectation setting PRODUCES Active client account in CRM. GBP access confirmed. Deliverable timeline set.
TASK 08 Cold Prospect Research — Priority A List CHRIS MED 2h Day 5	WHAT IT IS Using the Fresno prospect database, select the first 10 Priority A targets for cold outreach in Week 2. Verify current GBP status for each: check if hours are current, note review count and last review date, flag any immediate errors. Update the database with notes. WHY IT MATTERS Cold outreach without research is spam. Cold outreach with a specific documented finding ('we noticed your Monday hours are listed as 3AM') is a service call. This preparation is what separates the two.	TOOLS • Prospect database PDF • Google Maps • Notion SKILLS APPLIED • Research discipline • Pattern recognition • Database management PRODUCES 10 cold prospects documented with specific findings ready for Week 2 outreach.

WEEK
2

First Deliverables & Cold Outreach

Steve: ~5–7h
Chris: ~9–11h 8
tasks

Deliver the first corrections, posts, and reviews. Start the cold list.

First live
deliverables.

Steve: 1 tasks

Chris: 6 tasks

Both: 1 tasks

● High: 3

● Med: 4

● Low: 1

TASK · OWNER · LEVEL · TIME ·
WHEN

WHAT IT IS · WHY IT MATTERS

TOOLS · SKILLS · OUTPUT

TASK 09

GBP Corrections — All Active Clients

CHRIS

● HIGH

2h

Day 6 — First thing

WHAT IT IS

For each onboarded client, apply all corrections inside GBP: update hours, correct phone and address if wrong, rewrite the business description (500 characters, specific and keyword-aware), fill out the services list, fix the business category if it is wrong or incomplete.

WHY IT MATTERS

This is the fastest visible improvement in the entire service. A client whose GBP was showing wrong hours and now shows correct hours gets immediate feedback that the service does something real. First impressions from clients, like from customers, compound.

TOOLS

• Google Business Profile Manager • Google Maps (to verify live changes)

SKILLS APPLIED

• GBP platform knowledge • Copywriting • Local SEO • Attention to detail

PRODUCES

Every active client profile corrected. Changes visible on Google within 24-48 hours.

TASK 10

First Google Posts — All Active Clients

CHRIS

● HIGH

2h

Day 6 — Afternoon

WHAT IT IS

Write and publish the first Google Post for each client. Posts should be seasonal and specific: an HVAC company gets a post about spring AC tune-up timing. A roofer gets a post about what to check before the summer heat. A landscaper gets a spring cleanup offer. Each post includes a call-to-action button (Call Now or Book).

WHY IT MATTERS

Publishing the first post immediately shows the client and Google that the profile is active. An active profile gets indexed more frequently. A client who sees their first post live within 5 business days of signing understands the value in concrete terms.

TOOLS

• Google Business Profile Manager • Canva (for post graphics) • AI writing assist

SKILLS APPLIED

• Copywriting • Local SEO • Seasonal marketing knowledge • Graphic design (basic)

PRODUCES

First Google Posts live on each client's profile. Screenshots saved for monthly report.

TASK 11 Review Response — All Active Clients CHRIS ● MED 1h Day 7 — Morning	WHAT IT IS Check every active client's GBP for unanswered reviews. Respond to all of them: positive reviews with a genuine, specific thank-you (not copy-paste); negative reviews with the standard acknowledgement-plus-resolution formula; 3-4 star reviews with a warm follow-up. Log each response in the client's CRM file. WHY IT MATTERS 89% of consumers read review responses. This is one of the highest-leverage 60-minute blocks in the entire work week. A client with 12 unanswered reviews and a below-4.5 rating who suddenly has responses visible is already a better listing than it was yesterday.	TOOLS • Google Business Profile Manager • Airtable (to log) • Response template library SKILLS APPLIED • Written communication • Customer service framing • Reputation management • Tone calibration PRODUCES All reviews responded to within the 48-hour service commitment. Log updated.
TASK 12 Build the Response Template Library CHRIS ● MED 1h Day 7 — Afternoon	WHAT IT IS Write 15 to 20 review response templates covering: generic positive, specific compliment follow-up, negative with billing complaint, negative with service delivery complaint, negative with staff conduct complaint, 3-star neutral, and unsolicited / fake-looking review. These are starting points, not copy-paste scripts — each gets personalized before use. WHY IT MATTERS Templates cut response time from 5 minutes per review to 90 seconds per review without reducing quality. At 10 clients with an average of 8 new reviews per month, that is 80 reviews per month. Templates are the difference between this being manageable and this being a burden.	TOOLS • Google Docs • Notion SKILLS APPLIED • Copywriting • Customer service expertise • Tone range • Reputation management PRODUCES Reusable template library. Saves 3+ hours per month at 10 client scale.

TASK 13 Citation Cleanup — First 2 Clients CHRIS ● MED 2h Day 8	WHAT IT IS For the first 2 active clients, run a citation audit: check their business name, address, and phone number on Google, Yelp, Bing Places, Apple Maps, Facebook, Yellow Pages, and the Better Business Bureau. Document every inconsistency found. Submit corrections where the platform allows direct editing. Flag platforms that require the business owner to claim the listing. WHY IT MATTERS Citation inconsistency silently suppresses local rankings. A plumbing company with three different phone numbers across directories is actively being penalized by Google's algorithm without knowing it. Fixing this produces ranking improvements that can be directly attributed to the service.	TOOLS • BrightLocal • Moz Local • Yext (optional) • Manual verification on each platform SKILLS APPLIED • Local SEO knowledge • Research discipline • Platform familiarity • Data verification PRODUCES Citation audit report for 2 clients. Corrections submitted. Remaining issues flagged for follow-up.
TASK 14 Photo Sourcing and Upload BOTH ● LOW 1h Day 8 — Anytime	WHAT IT IS Contact each active client (Steve makes the call or sends a text) to request 5 to 10 photos. Specify what to send: completed work photos, team photos, equipment, any before-and-after pairs. Once received, Chris reviews, crops or adjusts in Canva as needed, and uploads to GBP under the correct category. WHY IT MATTERS Profiles with more than 100 photos receive 520% more calls than those with fewer than 10 (Birdeye 2025). Photos are the fastest trust signal after the star rating. A client who sends 8 strong before-and-after photos moves from a weak listing to a compelling one in one upload session.	TOOLS • Google Business Profile Manager • Canva • Google Photos • Text or email for client contact SKILLS APPLIED • Photo selection judgment • Basic image editing • File management • Client communication PRODUCES At least 5 new photos uploaded to each active client's GBP.

TASK 15 First Cold Outreach Batch <table border="1"> <tr> <td>STEVE</td> <td>● HIGH</td> <td>2h</td> </tr> </table> Day 9	STEVE	● HIGH	2h	WHAT IT IS Steve contacts the first 10 Priority A prospects from the database. The approach: reference the specific problem found in research. 'I noticed your Google listing has some outdated information — a team member put together a quick report showing exactly what it is and what it costs you. Can I send it over?' Not a pitch. A problem-delivery call. WHY IT MATTERS Steve's local credibility and real-estate-style relationship approach converts cold calls better than any script. The specific finding (wrong hours, missing photos, unanswered reviews) creates immediate relevance. A cold call about 'marketing services' gets ignored. A call about a specific found problem gets listened to.	TOOLS • Phone • Audit PDF reports • Printed talking points SKILLS APPLIED • Sales communication • Local relationship capital • Objection handling • Active listening PRODUCES 10 contacts made. Estimated 2-4 follow-up meetings scheduled from a well-executed batch.
STEVE	● HIGH	2h			
TASK 16 Build Monthly Report Template <table border="1"> <tr> <td>CHRIS</td> <td>● MED</td> <td>1h</td> </tr> </table> Day 10	CHRIS	● MED	1h	WHAT IT IS Build the one-page monthly report template in Canva or Google Slides. Sections: GBP Profile Views (month vs. prior), Search Impressions, Direction Requests, Phone Calls, Review Summary (new reviews, average rating change, responses sent), Posts Published, Photos Added, Citations Fixed. Space for a 2-sentence narrative summary. WHY IT MATTERS Clients who see a monthly report stay. Clients who never see their results cancel when their budget gets tight because they do not know what they are paying for. The report costs 15 minutes per client per month to fill in once the template exists.	TOOLS • Canva • Google Slides • BrightLocal (data export) • GBP Insights SKILLS APPLIED • Report design • Data interpretation • Client communication • Visual layout PRODUCES Report template ready. First reports due at end of Week 4.
CHRIS	● MED	1h			

WEEK
3

Momentum & Second Outreach Wave

Steve: ~6–8h
Chris: ~7–9h 7
tasks

Mid-month maintenance, citations done, second cold batch.

Pipeline growing.

Steve: 2 tasks

Chris: 5 tasks

Both: 0 tasks

● High: 2

● Med: 4

● Low: 1

TASK · OWNER · LEVEL · TIME ·
WHEN

WHAT IT IS · WHY IT MATTERS

TOOLS · SKILLS · OUTPUT

TASK 17

Mid-Month Review Response Sweep

CHRIS

● MED

45m

Day 11 — Any morning

WHAT IT IS

Check every active client's GBP for new reviews since the last sweep. Respond to all using the template library as a starting point. Personalize each response with something specific from the review text before sending. Log all responses in the CRM.

WHY IT MATTERS

Review response is now an ongoing maintenance task. At the mid-month mark, any reviews that came in during Week 2 get caught and responded to within the 48-hour commitment. A client who checks their own GBP and sees timely responses builds confidence in the service.

TOOLS

• Google Business Profile Manager • Response template library • Airtable

SKILLS APPLIED

• Written communication • Tone calibration • Reputation management

PRODUCES

All reviews responded to. 48-hour commitment maintained for all clients.

TASK 18

Second Round Google Posts

CHRIS

● MED

1h30m

Day 11 — Afternoon

WHAT IT IS

Write and publish the second post for each active client. Vary the content type from the first post: if Week 2 was a seasonal offer, Week 3 is an educational tip, a team highlight, or a completed project showcase. Each post uses a different Call-to-Action where applicable. Schedule for the same day of the week each time to build posting rhythm.

WHY IT MATTERS

Google rewards consistent posting rhythm. An irregular post schedule is less effective than a predictable one. Two posts per month per client is the Tier 2 commitment. At this stage, building the rhythm matters as much as the content itself.

TOOLS

• Google Business Profile Manager • Canva • AI writing assist

SKILLS APPLIED

• Copywriting • Content strategy • Seasonal and topical awareness

PRODUCES

Second posts live. Posting rhythm established. Screenshots saved.

TASK 19 Citation Cleanup — Remaining Clients CHRIS ● MED 2h Day 12	WHAT IT IS Complete citation audits and corrections for all remaining active clients not covered in Week 2. Follow the same process: check each major platform, document inconsistencies, submit corrections where possible, flag where business owner action is needed (claiming profiles on platforms that require it). WHY IT MATTERS Citation consistency improvement is one of the ranking factors most measurable in the monthly report. A client whose Name/Address/Phone data is now consistent across 8 major platforms should see a measurable improvement in GBP performance within 30 to 60 days.	TOOLS • BrightLocal • Moz Local • Platform-direct editing • Airtable SKILLS APPLIED • Local SEO • Data accuracy • Platform knowledge • Research discipline PRODUCES All clients have citation audits complete. Corrections submitted or flagged.
TASK 20 Follow-Up on Cold Outreach — Steve STEVE ● HIGH 1h30m Day 12 or 13	WHAT IT IS Steve follows up on the 10 cold prospects contacted in Week 2. For any who expressed interest but have not scheduled: a short, low-pressure call. 'Just checking if you had a chance to look at what we sent — any questions about what we found?' For those who did not respond: one more contact attempt, then move them to the B-list. WHY IT MATTERS Most sales happen on the second or third contact, not the first. A professional, non-pushy follow-up from someone the prospect has now heard from once converts a meaningful percentage of the initially unresponsive contacts. Steve's job here is persistence without pressure.	TOOLS • Phone • CRM notes from Week 2 calls • Audit PDF (resend if needed) SKILLS APPLIED • Persistence • Relationship follow-through • Sales communication • Reading prospect signals PRODUCES Follow-up completed on all Week 2 contacts. New meetings or service sign-ups documented.

TASK 21 Second Cold Outreach Batch STEVE ● HIGH 2h Day 13	WHAT IT IS Steve contacts the next 10 Priority A prospects from the database. Chris prepares the audit reports in advance. Same approach as Week 2: specific finding, problem-delivery framing, no pitch until the prospect asks. If Steve converted 2-4 from the first batch, he references 'a few local businesses we've been working with' as social proof. WHY IT MATTERS By Week 3, Steve has at least 1-3 paying clients, which means the next prospect can hear: 'We're already working with a couple of businesses in Fresno doing exactly this.' Social proof from peers — even unnamed peers in the same market — converts far better than a service description.	TOOLS • Phone • Audit PDF reports • Printed talking points • Proof of first client results (if available) SKILLS APPLIED • Sales communication • Social proof deployment • Local credibility • Objection handling PRODUCES Second batch of 10 contacted. Estimated 2-3 additional meetings scheduled.
TASK 22 Photo Refresh and Q&A; Population CHRIS ● LOW 1h Day 14 — Anytime	WHAT IT IS For each active client, add any additional photos received since onboarding. Seed the GBP Q&A; section with 5 relevant questions per client and the correct answers: 'Do you serve [city]? Yes, we serve...' 'What is your emergency service policy? We offer...' 'Are you licensed and insured? Yes, licensed in California...' Mark these as business-provided answers. WHY IT MATTERS The Q&A; section is one of the most neglected parts of GBP. It appears directly on the profile page and gets read. Pre-seeding it with common questions and correct answers prevents bad information from appearing if other users post questions and incorrect answers get upvoted.	TOOLS • Google Business Profile Manager • Research notes from client onboarding SKILLS APPLIED • Content strategy • Local SEO knowledge • Client knowledge • Question anticipation PRODUCES Q&A; sections populated on all active client profiles.

TASK 23**Data Check — GBP Insights Pull****CHRIS**● **MED****45m***Day 15***WHAT IT IS**

Pull GBP Insights data for all active clients: Profile Views, Search Queries, Direction Requests, Phone Calls, and Website Clicks for the month so far. Export to a spreadsheet. Note any changes from the baseline (the period before management started, or from Week 1 data). Flag any anomalies — sharp drops in impressions can indicate a GBP issue.

WHY IT MATTERS

Data collection at this point serves two purposes: it gives you real numbers for the first monthly report, and it catches any technical problems (a profile accidentally marked as permanently closed, a suspended listing, a competitor-suggested edit that changed the category) before the report deadline.

TOOLS

• Google Business Profile Manager • BrightLocal • Google Sheets

SKILLS APPLIED

• Data collection • Local SEO interpretation • Spreadsheet management • Problem detection

PRODUCES

Insights data extracted and logged. Month-to-date metrics visible for all clients.

WEEK
4

First Reports & Third Outreach

Deliver Month 1 reports. Third batch contacted. Review and plan Month 2.

Steve: ~5–7h
Chris: ~6–8h 7 tasks

Reports delivered. Month 2 planned.

Steve: 2 tasks	Chris: 3 tasks	Both: 2 tasks	● High: 1	● Med: 5	● Low: 1
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TASK · OWNER · LEVEL · TIME · WHEN	WHAT IT IS · WHY IT MATTERS	TOOLS · SKILLS · OUTPUT
TASK 24 Monthly Report — Data Assembly CHRIS ● MED 2h Day 16 — Morning	WHAT IT IS Populate the monthly report template for every active client using the GBP Insights data, BrightLocal data, review summary, posts published, photos added, and citations fixed. Write a 2-sentence narrative summary for each client explaining what changed and why it matters in plain language. WHY IT MATTERS The monthly report is the single most important retention tool in the service. A client who receives a professional, data-backed report on the 30th of every month stays. A client who never sees results documented will quietly let the subscription lapse when cash gets tight.	TOOLS • Google Business Profile Manager • BrightLocal • Canva • Google Sheets SKILLS APPLIED • Data interpretation • Report writing • Client communication • Visual design PRODUCES Completed monthly reports for all active clients, ready to send.
TASK 25 Monthly Report — Review and Send BOTH ● MED 1h Day 16 — Afternoon	WHAT IT IS Steve reviews each report before it goes out — he knows the clients personally and can catch anything that sounds off or misses the context of the relationship. Chris finalizes and sends. Each report is emailed as a PDF attachment with a 2-line personal note from Steve. WHY IT MATTERS The personal note from Steve is what keeps these from feeling like automated reports from a faceless service. It takes 5 minutes per client and keeps the human relationship intact, which is Steve's core value in this partnership.	TOOLS • Email • PDF reports • Client email list in CRM SKILLS APPLIED • Client relationship • Quality review • Communication finesse PRODUCES All monthly reports sent. Client communication maintained.

TASK 26 Final Review Response Sweep — Month End CHRIS ● LOW 45m Day 17 — Morning	WHAT IT IS Final sweep of all active client GBPs for any reviews that came in during the last 7 days. Respond to all. Log everything. This ensures the month closes with a 100% response rate on reviews, which is what the report claims. WHY IT MATTERS Ending the month with a 100% review response rate is the most credible proof of an active, managed profile. A report that claims 100% and shows it is the strongest possible client retention document.	TOOLS • Google Business Profile Manager • Template library • Airtable SKILLS APPLIED • Written communication • Attention to detail • Reputation management PRODUCES Zero unanswered reviews at month-end. Response rate documented in report.
TASK 27 Third Cold Outreach Batch — Steve STEVE ● HIGH 2h Day 17 or 18	WHAT IT IS Steve contacts the next 10 Priority A prospects. By this week, he has results from the first signed clients he can reference: 'We've been managing Google listings for a handful of Fresno businesses — one of them had wrong hours on their profile that was sending customers away on the days we fixed it.' Specific, real, local. WHY IT MATTERS By Week 4, the sales story has changed. Steve is no longer selling a concept — he is reporting on work that is already happening. Real results from real Fresno businesses are the most persuasive thing a local business owner can hear from a peer.	TOOLS • Phone • Audit reports • First client data points (if shareable) • CRM notes SKILLS APPLIED • Sales communication • Results storytelling • Local credibility • Trust building PRODUCES Third batch of 10 contacted. Accumulated pipeline of 30 contacted prospects.
TASK 28 Warm List Second Wave STEVE ● MED 1h Day 18	WHAT IT IS Steve returns to the warm list and contacts the second tier of prospects — contacts who did not convert from Week 1 but were not outright rejections. The message now has context: 'I wanted to circle back — we've been working on some Fresno listings and the results have been encouraging. Happy to show you what we pulled together for your profile if you're still open to it.' WHY IT MATTERS Second contacts to warm prospects convert at a meaningfully higher rate than first contacts. The service now has a track record, even if brief, and Steve can speak to it from genuine experience rather than from a pitch.	TOOLS • Phone • Updated audit report (refresh data if more than 2 weeks old) SKILLS APPLIED • Relationship follow-through • Persistence without pressure • Sales communication PRODUCES Second pass on warm list complete. Additional meetings or sign-ups documented.

TASK 29 GBP Health Check — All Active Clients CHRIS ● MED 1h Day 19	WHAT IT IS Log into each active client's GBP and do a complete check: verify hours are correct, check for any suggested edits that Google may have applied, verify that all photos are still visible, confirm the business category has not been changed, check for any Google warnings or suspensions. Note anything that needs correction. WHY IT MATTERS Google's automated systems can change your listing without notice. This monthly check is the difference between catching a problem in 24 hours and discovering it during a client complaint call three weeks later. One suspended listing that goes unnoticed for a month could end a client relationship.	TOOLS • Google Business Profile Manager • BrightLocal alerts (set up in Week 1) SKILLS APPLIED • GBP platform expertise • Systematic checking • Problem identification PRODUCES Health check log for all clients. Any issues found and corrected immediately.
TASK 30 Month-End Review and Week 5 Planning BOTH ● MED 1h Day 20 — Together	WHAT IT IS Review the first 4 weeks together: How many paying clients? What did outreach convert? What took longer than expected? What tools worked? What needs changing? Set specific targets for Month 2: client count goal, next 20 cold outreach targets, any operational changes based on what was learned. Document in a shared note. WHY IT MATTERS A business that does not review its own operations repeats its mistakes. A 60-minute end-of-month review is the cheapest form of improvement available. It also keeps Steve and Chris aligned so the partnership does not drift from its shared model.	TOOLS • Shared notes (Notion or Google Docs) • CRM data • Pipeline tracker • Client revenue summary SKILLS APPLIED • Business analysis • Honest self-assessment • Planning • Partnership communication PRODUCES Written Month 1 review. Concrete Month 2 targets. Both partners aligned.

QUICK REFERENCE

RECURRING TASKS — Every Month After Week 4

TASK	WHO	TIME	FREQUENCY	ATTENTION
Google Posts — 2 per client	Chris	15–20m per client	Twice monthly	● MED
Review Response Sweep	Chris	30–45m total	Twice monthly	● MED
Photo Refresh — 2-4 new photos	Chris	20m per client	Monthly	● LOW
Citation Consistency Check	Chris	30m per client	Quarterly	● MED
GBP Health Check (all clients)	Chris	1h total	Monthly	● MED
Monthly Report — Data Pull	Chris	15m per client	Monthly (end)	● MED
Monthly Report — Steve Review & Send	Both	5m per client	Monthly (end)	● LOW
Cold Outreach Batch (10 new prospects)	Steve	2h	Monthly	● HIGH
Warm List Follow-Up	Steve	1h	Monthly	● HIGH
Review Solicitation Reminder to Clients	Both	15m total	Monthly	● LOW
Q&A Section Review and Update	Chris	15m per client	Quarterly	● LOW
Competitor GBP Comparison (Tier 3+ clients)	Chris	30m per client	Quarterly	● MED
Tools and Subscription Check	Chris	20m	Monthly	● LOW
Partnership Review — Results vs. Targets	Both	1h	Monthly (end)	● MED

ESTIMATED TIME INVESTMENT — Month 1 Total

	Steve (Relationship + Sales)	Christopher (Delivery + Strategy)	Combined
Week 1	~6h	~11h	~17h
Week 2	~6h	~10h	~16h
Week 3	~7h	~8h	~15h
Week 4	~6h	~7h	~13h
TOTAL MONTH 1	~25h	~36h	~61h
Monthly recurring (from Month 2)	~10–14h	~20–28h	~30–42h