
NAVIGATOR'S LOG R&D;

Scam Awareness, Sales Pitches & Scenario Analysis

9 Scam Profiles · 5 Sales Pitches · 5 Scenario Pros/Cons

Training reference for Steve Richardson covering the most common GBP scams targeting Fresno business owners, five tested sales pitches, and pros/cons analysis for five common prospect scenarios.

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GBP SCAMS TARGETING FRESNO BUSINESS OWNERS — 9 PROFILES

Steve should be able to recognize these and explain them to prospects. A business owner who has been burned by a scam is a warm prospect for a legitimate service with transparent reporting and month-to-month terms.

1. Google Impersonation Call

Caller claims to be from Google, says the business's GBP will be suspended unless they pay immediately. Google never calls businesses about GBP issues. All legitimate GBP communications come via the dashboard or verified email.

2. Fake GBP Management Service

Charges \$500–2,000/month for "Google optimization." No reporting, no deliverables, no access. Payment goes to an overseas call center. Business owner sees no results and cannot reach anyone.

3. Listing Hijacking

Third party adds themselves as a manager of the GBP, then either locks out the owner or holds the profile hostage for payment. Prevention: only grant Manager access, never Owner access, to trusted parties.

4. Fake Review Removal Service

Charges to "remove" negative reviews. No one can remove reviews except Google for policy violations. These services take payment and do nothing, or make the situation worse by reporting legitimate reviews.

5. Directory Listing Scam

Charges \$200–500/month for "citation building" that places the business on fake or low-quality directories that harm rather than help GBP authority.

6. SEO Package Upsell

Bundles GBP management with "SEO" at high prices, delivers keyword-stuffed blog posts that violate Google guidelines and can result in penalties.

7. Fake Google Ads Management

Claims to run Google Ads on behalf of the business, bills the client at markup, provides no reporting, and sometimes pockets the ad spend entirely.

8. Ownership Transfer Scam

Convinces business owner to transfer GBP ownership, then monetizes or sells the profile. Owners lose access to their own listing.

9. Reputation Bombing Threat

Threatens to post fake negative reviews unless payment is made. Extortion. Report to Google and local law enforcement. Google has processes for removing coordinated fake review attacks.

FIVE SALES PITCHES — TESTED SCENARIOS

The Invisible Business

Context: Universal opener; three businesses get 80% of calls in every search category

"Have you ever searched for your own business on Google? Let me show you what your customers see right now — and what they see when they search for your competitors."

The Math Pitch

Context: For Angi/Thryv clients; \$1,050 cost-per-customer vs. \$480 average ticket

"Right now you're paying Angi about \$1,050 per new customer. The average job in your category pays \$480. You're losing money on every Angi lead. GBP management puts you in front of the same customers for \$150 a month."

The Future Is Already Here

Context: AI Overviews angle; GBP data feeds AI answers now

"When someone asks Google AI 'who is the best mechanic in Fresno,' the answer comes from GBP data. If your profile isn't managed, you're not in that answer. We put you there."

The Spanish Market Pitch

Context: 50% of Fresno searches in Spanish; zero bilingual GBPs

"Half of Fresno searches in Spanish. How many Spanish-language GBPs do you think your competitors have? None. We build yours first."

The Honest Local Pitch

Context: For skeptics; strip to what it literally is

"I'm not selling you ads. I'm not promising you rankings. I'm making sure your Google listing is complete, accurate, and active. That's it. \$75 a month. No contract."