

Strive For The Ideal.

My Goal:

Get my client to make Rs 500,000 in sales for his pest control company.

= 10,769.26 USD

What it takes to get there:

Average contract value

= Rs 20,000 for 1 - 1.5 years

= 430.77 USD

So 25 contracts need to be signed.

Breakdown into objectives:

Let's assume the lowest possible outcome:

Let's say my close rate is 10%, then...

Objective 5: Get 250 leads to show interest so that I can get 25 leads to sign the B2B pest control contract.

Deadline: 30th August 2024.

Let's say my reply rate is 10%, then...

Objective 4: Send 2500 outreaches to businesses in the area.

Deadline: 25th August 2024.

How can I increase close rate and reply rate:

They need to trust us, and see us as the best option, rather than the top player.

The buying process goes like this:

Get first message → **Background check on us** → Accept offer.

We do not have any presence on the internet right now for them to be able to background check on us. But the competitors have.

The competitors therefore are more trusted.

So in order to get market share for B2B pest control, I need to make sure that we get to the top 3 search results on a website I will have to create.

Website needs to be professional and the copy needs to be dialled in.

I've already done 250 pages worth of market research both on homeowners and business owners.

MARKET RESEARCH TEMPLATE

So getting the copy dialled in is simple.

I just need to create the website, using ACRA and TRW review chats, WWP and LDC, and get that ranking in

the top 3.

Objective 3: Get 1 sale, so that I can pitch FB ads to my G, where I'll be able to get the home owners.

Deadline: 25th August 2024.

Last time he ran ads, he got 600 comments asking for price, which means that there's a need, but they don't trust us yet.

So if the average order value is Rs 10000 for homeowners, then if we get 500 only, we are RAINMAKERS.

Objective 2: Get website ranking top 3 for "pest control mauritius" which gets 880 monthly searches.

Deadline: 25th August 2024.

So if 880 active searches are being made, then assume we get a 10% close rate on that, we can expect $88 \times 10000 = \text{Rs } 88000$, which is $\frac{1}{5}$ of the way to rainmaker.

Objective 1: Launch a website that the market responds well to, and our leads trust us more and want to work with us due to its great design and effective copy.

Deadline: 18th August 2024.

(depends on whether my G pays me or not)

Breakdown into tasks:

Task 1: Create the website.

Subtasks:

- Create the copy and get it reviewed by TRW.
- Create the design and get it reviewed by TRW.
- Get a vibe check review by my sister and my G.
- Get a vibe check review by my teachers.
- Edit and polish till it's good to launch.

Task 2: Launch website.

Task 3: Create 10 blog posts relevant to the hospitality niche.

Task 4: Recontact all of the 300 prospects and leads in the hospitality niche with the blog post as FV.

Get them to see the website and its great design and effective copy.

Task 5: Start running FB ads while waiting for responses from the leads if we catch them in them in the buying window.

Task 6: Create the FB ad and launch a test, using the already successful test my G had.

Task 7: Get it reviewed by TRW network. Optimise the ads.

Task X: When the leads respond, close them on the call using our winning phrase → “You contacted us first, so I want you to get the priority.” → then set the site visit.

Task Y: My pest control G needs to close now. I will send FV to butter up the lead as much as I can.

We should be winning by then.
Should already be in Rainmaker.

DEADLINE:

- 20 days from now.
- 31st of August, I should be in the Rainmaker section.

I have never been so sure of myself.

I will win this, brav.