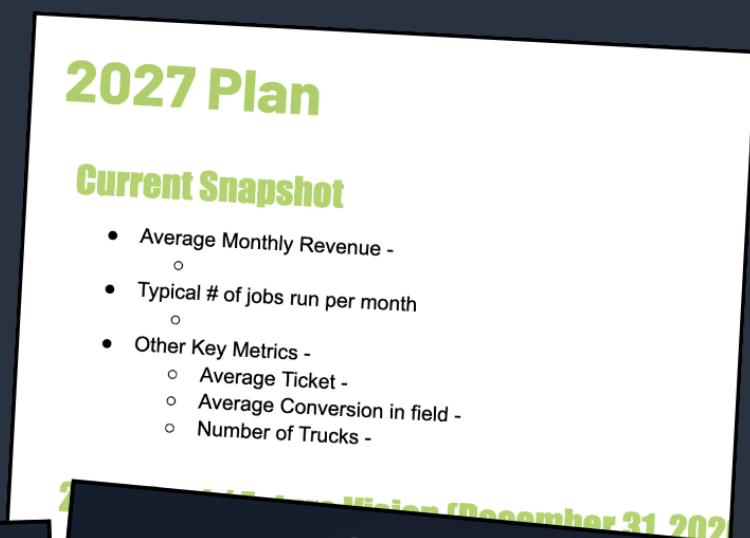




THE 2027 MARKETING PLAN WORKSHOP KIT™



PLUMBING & HVAC SEO
2027 Plan, Lead Generation, Target Planner

Lead Generation Target Planner

1 Revenue & Sold Jobs Target

Annual Revenue Goal / Target: \$ 1,500,000
What is your average ticket value?: \$ 650

Monthly Revenue Target: \$125,000
Monthly Jobs / Service Calls Needed to hit target: 192

2 Number of Leads Required to Hit Target

Call / Lead to Sold Job: 45
Leads needed per month to hit target: 427

Annual Goal: \$1,500,000
of Sold Jobs need to hit Target: 192
of Leads needed to hit Target: 427

Adjust the values above to see real-time calculations for your business goals.
If you'd like help building your online marketing plan to CRUSH it in the year ahead click [here](#) to schedule a gameplan session.

© Plumbing & HVAC SEO

PLUMBING & HVAC SEO
2027 Plan, Marketing Budget, Planner

Marketing Budget Planner

Annual Revenue & Marketing Investment

Annual Revenue Target: \$ 1,500,000
Marketing Investment (% of Revenue): 8%
Annual Marketing Budget: \$120,000
Monthly Marketing Budget: \$10,000

Marketing Budget Allocation

Allocated to online marketing: 60% \$60,000
Allocated to offline marketing: 40% \$40,000
Allocated to repeat business: 10% \$12,000

Online Marketing

	SEO %	% of Budget	\$ Amount of Budget	PPC / LSA %	% of Budget	\$ Amount of Budget	Display / Retargeting %	% of Budget	\$ Amount of Budget
January	50.00%		\$2,500	30.00%		\$1,500			
February	50.00%		\$2,500	30.00%		\$1,500			
March	50.00%		\$2,500	30.00%		\$1,500			
April	50.00%		\$2,500	30.00%		\$1,500			
May	50.00%		\$2,500	30.00%		\$1,500			



SWIPE & DEPLOY



Josh Nelson - Plumbing & HVAC SEO Present

YOUR 2027 DIGITAL MARKETING PLAN TO MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

Workshop Details...

Wednesday, October 14th at 2:00PM ET

LIVE WORKSHOP

YOUR 2027 DIGITAL MARKETING PLAN

JOSH NELSON

Yes, Save My Spot!

2027 Plan

Current Snapshot

- Average Monthly Revenue -
- Typical # of jobs run per month
- Other Key Metrics -
 - Average Ticket -
 - Average Conversion in field -
 - Number of Trucks -

2027 Goal / Future Vision (December 31, 2027)

- Annual Revenue -
- Number of Trucks -
- Why?

Lead Generation Target Planner

1. Revenue & Staff Jobs Target

Annual Revenue (Net) Target: \$1,000,000

Monthly Revenue Target: \$125,000

Other (Enter average ticket value): \$100

Number of Jobs (Enter Jobs needed to hit target): 192

2. Number of Leads Required to Hit Target

Leads (Enter Leads needed to hit target): 427

Leads needed to meet lead target: 427

Marketing Budget Planner

Annual Revenue & Marketing Investment

Annual Revenue Target: \$1,000,000

Marketing Investment (as % of Revenue): 10%

Marketing Budget (Calculated): \$100,000

Marketing Budget Allocation

Marketing Channel	Allocation (%)	Allocation (\$)
Search	40%	\$40,000
Display	20%	\$20,000
Social	10%	\$10,000
Referral	10%	\$10,000
Direct	20%	\$20,000

- Registration page - <https://go.plumberseo.net/2026-plan>
- Confirmation page - <https://go.plumberseo.net/workshop-confirmation-2026>
- Replay page - <https://go.plumberseo.net/2026-on-demand-access>
- Recording of actual Workshop - ([Click here](#))



CHECKLIST

- ☐ Pick the date / time for your workshop (Wed / Thursday at 2PM work well)

SET UP THE FUNNEL IN HIGHLEVEL

- ☐ Import The 2027 Plan Webinar Snapshot into HighLevel (this only has the landing pages & funnel for the webinars) into your HighLevel Account -
 - ☐ <https://sevenfigureagency.com/2027-workshop-snapshot>
 - ☐ Import the snapshot into your main account ([Video Instruction](#))
 - ☐ Update the Custom Values for the Webinar ([Video Instructions](#))
 - ☐ Setup ZOOM Meeting Link (Recurring / No Fixed Time)
- ☐ Modify / update your graphical assets ([Video Instructions](#))
 - ☐ [Promo / Cover Image](#)
 - ☐ [Promotional Graphic](#)
 - ☐ [Internal Slide](#)
 - ☐ [Workbook Cover Image](#)
- ☐ Update the Funnel Registration Page ([Video Instructions](#))
 - ☐ SEO Description / Share Image
 - ☐ Modify Graphics / Branding
 - ☐ Set correct webinar date
- ☐ Update Funnel Confirmation Page
 - ☐ Record Confirmation Video ([Video Instructions](#))
 - ☐ Update graphics / messaging
 - ☐ Sync with your "Appointment Calendar"
- ☐ Update all custom values & set funnel URL ([Video Instructions](#))
- ☐ Setup the "Add To Calendar" reminder ([Video Instructions](#))
- ☐ Update the Confirmation / Show Up Workflow ([Video Instructions](#))
 - ☐ ***Update the Webinar Start Time*** (VERY IMPORTANT) - All emails countdown from this date in the settings



Your 2022 Internet Marketing Plan - Confirmation & Show Up

Event Start Date

Use this event to set the Event Start Date to a specific day, date, and/or time, which enables you to use Wait events that hold contacts in relation to the day/date/time that you set. [Learn more here](#)

ACTION NAME
Set Webinar Start Time (UPDATE EACH TIME)

TYPE
Specific Date/Time

SELECT DATE
2021-11-18 2:00 PM

Set Webinar Start Time (UPDATE EACH TIME)

Assign User

- ☐ Ensure the “Remove From Promo Workflow has the right workflow selected (The promo for the current webinar)
- ☐ Update Opportunity Details
 - ☐ Opportunity - Registered for XYZ Webinar
- ☐ Update the tag that is being applied
 - ☐ Create New Tag - “Registered for XYZ Webinar YEAR”
 - ☐ Are there any merge fields that could cause an issue
- ☐ Test all the settings
 - ☐ Send test using MailGenius.com to ensure messages get to inbox.
 - ☐ If not, work on that firstSet from clicking the trigger link & filling out the form on the registration page
- ☐ Build out the Promo Workflow ([Play Instructions](#))
 - ☐ Set the Webinar Date / Time
 - ☐ Update all the messages in the sequence
 - ☐ Double check that the Confirmation Workflow is set to remove prospects from this workflow once they register “Remove from new XX Webinar Promo Sequence”
- ☐ Trigger the Promo campaign ([Video Instructions](#))
- ☐ Promote your webinar on Social Media



Setup / Customize Your Presentation / Assets

- ☐ Update your presentation
 - ☐ Google Slides (recommended) -
https://docs.google.com/presentation/d/1Wg0OvU77PRIJBK2Y6NzWgv9ldbOfqEzDTWkX_aVKJeA/copy
 - Update the 2026 Internet Marketing Plan Workbook (Canva Template) -
 - ☐ Google Doc (best for webinars / web events)-
https://docs.google.com/document/d/1Lj_DraBe5PoWuEmyK-vou5t4yn6haU-kHGXDlpNnlW8/copy
 - ☐ Canva Template (Best for printing / live events)-
https://www.canva.com/design/DAEvWm3Hfl4/INofXEQBvTIdVi2lRWeBWQ/view?utm_content=DAEvWm3Hfl4&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
 - ☐ Save a 8.5" x 11" version of the workbook cover (if you use the canva template you can just save the first page) then open [mockupshots.com](https://www.mockupshots.com) to create a mock up workbook image. Click to add a new book and then select "Vertical Book" then "Single Book" and choose your saved 8.5" x 11" file. Click "All done let the magic begin" and then select the "transparent background" tag to filter the mockups. Scroll through to find a mock up you're happy with then download the image.
 - ☐ Load the Updated PDF on Google Drive & setup redirect links for use in presentation / workshop
 - ☐ Be sure to incorporate your own stories / client case studies
- ☐ Update the 2027 Internet Marketing Plan Worksheets (Google Sheets Template)
 - ☐  Planning Worksheets - 2027 Marketing Planning Worksheet
 - ☐ Setup redirect link for use in presentation / workshop
 - ☐ (Optional) Build your Planning App using Base44
 - ☐ Example - <https://calculator.plumberseo.net/>
 - ☐ Sign up for base plan on [Base44](https://base44.com)
 - ☐ Go to "[App Templates](#)" and search "Marketing Calculator"



DURING PRESENTATION

- ☐ Be sure to hit “record” on both Zoom
 - ☐ Optional record on Descript as well for best quality output
- ☐ Setup you lighting, background & mic
- ☐ As everyone logs in spotlight yourself & welcome everyone
- ☐ Get them chatting / engaging early
 - ☐ What part of the country are you logging in from?
 - ☐ Why services do you provide?
 - ☐ How was 2026 for you on a scale from 1-10?
- ☐ Only talk for a max of 5-7 minutes before stoping for engagement, asking them to do something, think about something or write something down
- ☐ For every main point seed a client example along with data showing the results (# of leads / sales / revenue growth)
- ☐ SEED your offer through out the presentation
 - ☐ During your “Who am I / why should you listen”
 - ☐ When you talk about different parts of your strategy
 - ☐ SEO audit
 - ☐ Paid search Audit
 - ☐ At the close

AFTER PRESENTATION

- ☐ Follow the steps from the [Syndication Playbook](#)
- ☐ Load on YouTube
- ☐ Post as blog on Website with right text / title tag
- ☐ Setup Replay Sequence and email out to full list
- ☐ Post on Social Media
- ☐ Setup OnDemand access with opt-in
- ☐ Reach out to trade associations / coaches / masterminds and offer to run this workshop for them
- ☐ Consider sending a Direct Mail to your association / dream 100 list ([Canva Template](#))

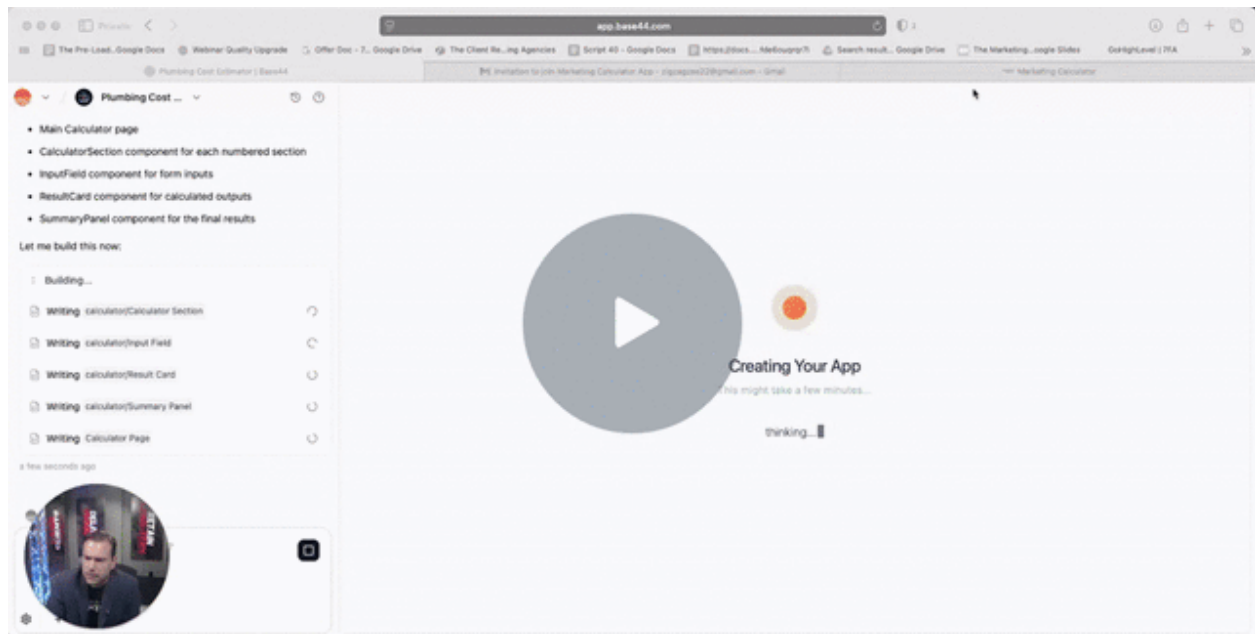


SEVEN FIGURE
AGENCY

PRESENTATION ASSETS

- ☐ Editable graphical assets
 - ☐ [Promo / Cover Image](#)
 - ☐ [Promotional Graphic](#)
 - ☐ [Internal Slide](#)
 - ☐ [Workbook Cover Image](#)
- ☐ Editable presentation
 - ☐ Google Slides
https://docs.google.com/presentation/d/1Wg0OvU77PRIJBK2Y6NzWgv9ldbOfqEzDTWkX_aVKJeA/copy
- ☐ Editable 2026 Internet Marketing Plan Workbook -
 - ☐ Google Doc (best for webinars / web events)-
https://docs.google.com/document/d/1Lj_DraBe5PoWuEmyK-vou5t4yn6haU-kHGXDIpNnIW8/copy
 - ☐ Canva Template (Best for printing / live events)-
https://www.canva.com/design/DAEvWm3HfI4/INofXEQBvTIdVi2IRWeBWQ/view?utm_content=DAEvWm3HfI4&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
 - ☐ Save a 8.5" x 11" version of the workbook cover (if you use the canva template you can just save the first page) then open [mockupshots.com](https://www.mockupshots.com) to create a mock up workbook image. Click to add a new book and then select "Vertical Book" then "Single Book" and choose your saved 8.5" x 11" file. Click "All done let the magic begin" and then select the "transparent background" tag to filter the mockups. Scroll through to find a mock up you're happy with then download the image.
 - ☐ Load the Updated PDF on Google Drive & setup redirect links for use in presentation / workshop
- ☐ Editable the 2026 Internet Marketing Plan Worksheets (Google Sheets Template)
 - ☐ [📅 Planning Worksheets - 2025 Marketing Planning Worksheet](#)
 - ☐ Setup redirect link for use in presentation / workshop
- ☐ (Optional) Cloneable Planning App using Base44
 - ☐ Example - <https://calculator.plumberseo.net/>
 - ☐ Follow the [instructions here](#) using Base44 or Claude

Creating your Marketing Plan APP for your Niche - Watch Video

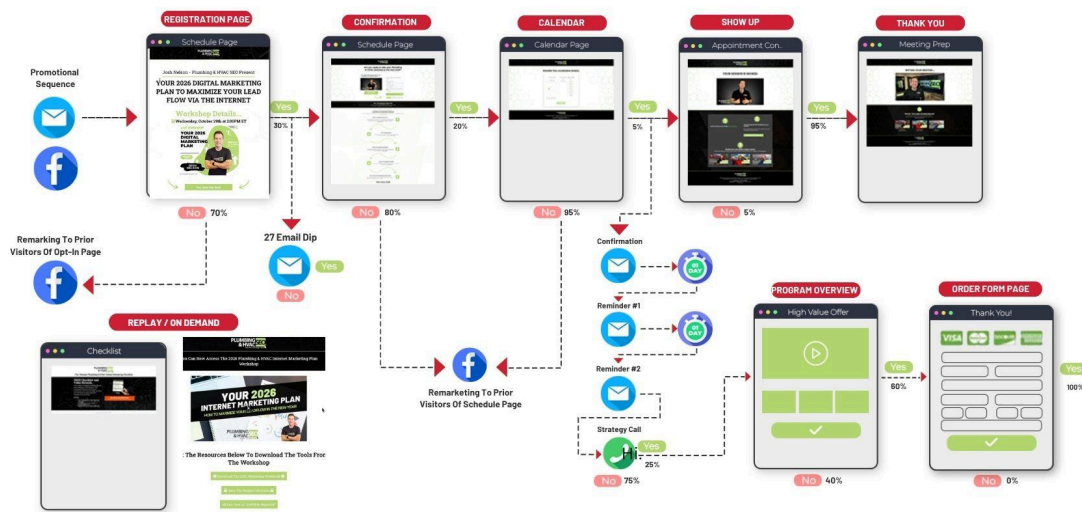


- ☐ Go to www.base44.com or Lovable or Claude
- ☐ Type in "I want to reproduce this app - <http://calculator.plumberseo.net>
- ☐ Tell it what you want to tweak / adjust
 - ☐ I want it to say "patients / cases / projects" instead of jobs
 - ☐ Update the look / feel so it matches my branding - link
- ☐ Tell it that you want to add a second tab like this - <https://calculator.plumberseo.net/budgetplanner>
- ☐ Set app visibility to "Public" and uncheck "Require Login"
- ☐ Customize the name of the app, description & logo
- ☐ Customize the URL or setup your custom subdomain
- ☐ Click "Publish" and you are good to go



HIGHLEVEL SNAPSHOT

THE WORKSHOP / WEBINAR FUNNEL



Import The 2026 Plan Webinar Snapshot into HighLevel (this only has the landing pages & funnel for the webinars)-

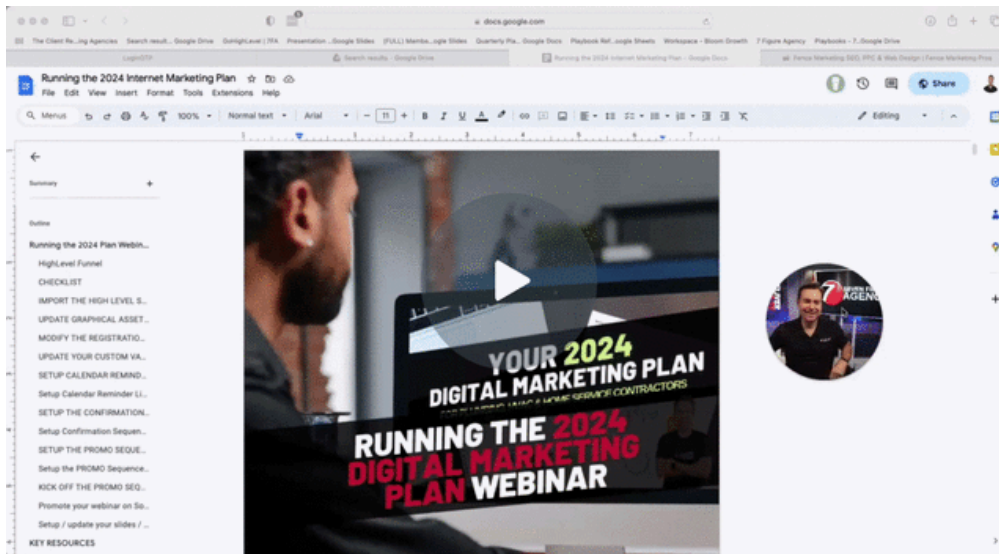
- ☐ <https://sevenfigureagency.com/2026-workshop-snapshot>
- ☐ Step By Step Setup Instructions ([click here](#))



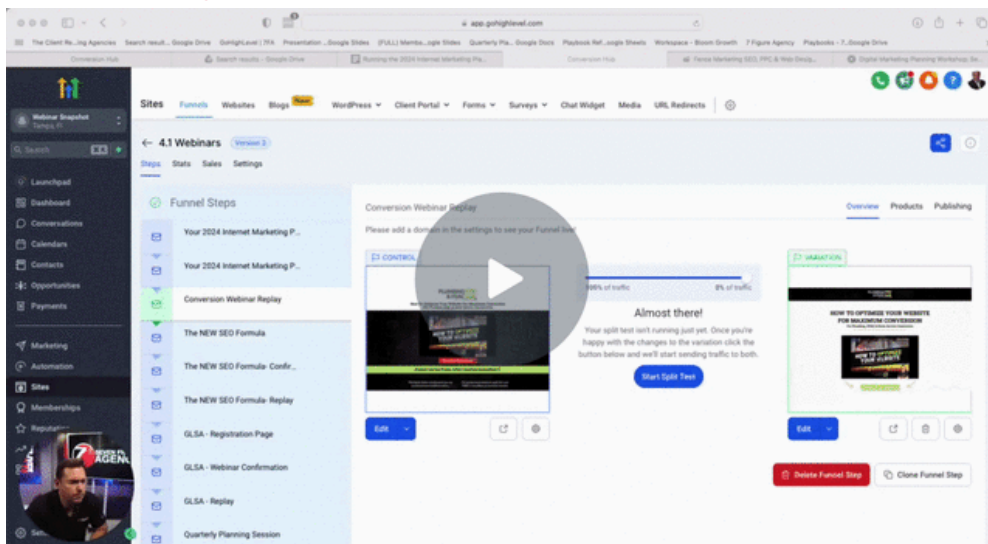
STEP BY STEP VIDEO INSTRUCTIONS

IMPORT THE HIGH LEVEL SNAPSHOT

1. Import the Snapshot into Test Sub Account - [Watch Video](#)



2. Importing Webinar Snapshots into Your Main Account - [Watch Video](#)





3. Updating Custom Values for Email Sequences and Webinars - [Watch Video](#)

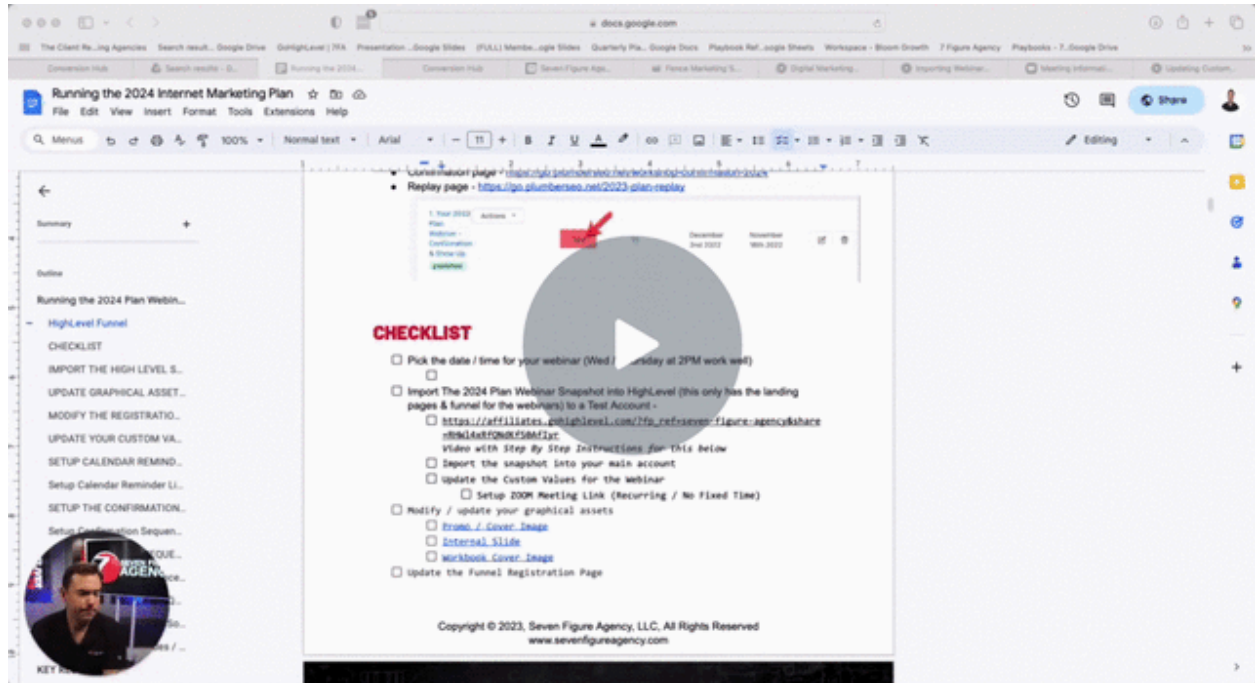
The screenshot shows the gohighlevel.com Automation Workflow List interface. The page title is "Workflow List" with a subtitle "Create and manage Workflows to automate business processes, improve efficiency, and increase conversions." There are buttons for "Create Folder" and "Create Workflow". A search bar and filters are also present. The workflow list table has columns for Name, Status, Total Enrolled, Active Enrolled, Last Updated, and Created On. The workflows listed are:

Name	Status	Total Enrolled	Active Enrolled	Last Updated	Created On
Account Review Meeting				Jan 25 2023, 10:56 AM	Jan 25 2023, 10:56 AM
Appointment Funnel				Jan 26 2023, 9:56 AM	Jan 25 2023, 9:13 AM
Cold Outreach				Mar 08 2023, 12:16 PM	Mar 08 2023, 12:16 PM
Lead Magnets				Jan 26 2023, 8:48 AM	Jan 26 2023, 8:48 AM
New Client Onboarding				Feb 06 2023, 10:29 AM	Feb 06 2023, 10:29 AM
Nurture				Jan 30 2023, 9:29 AM	Jan 30 2023, 9:29 AM
SMART Referrals				Feb 27 2023, 12:07 PM	Feb 27 2023, 12:07 PM



UPDATE GRAPHICAL ASSETS IN CANVA

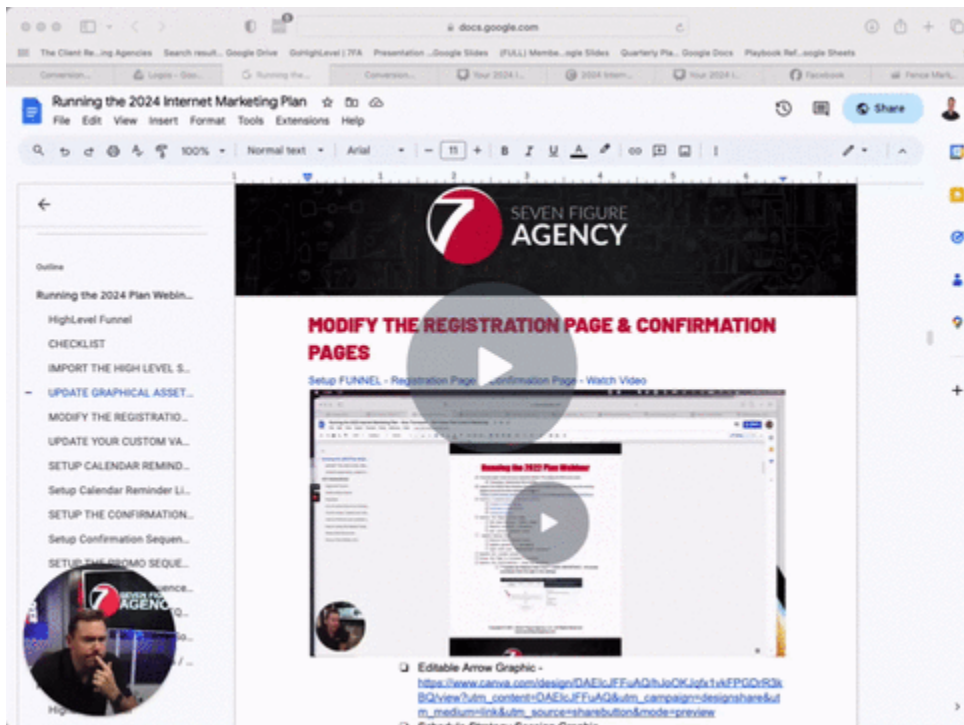
1. Customizing Graphics in Canva for Your Marketing Materials - Watch Video





MODIFY THE REGISTRATION PAGE & CONFIRMATION PAGES

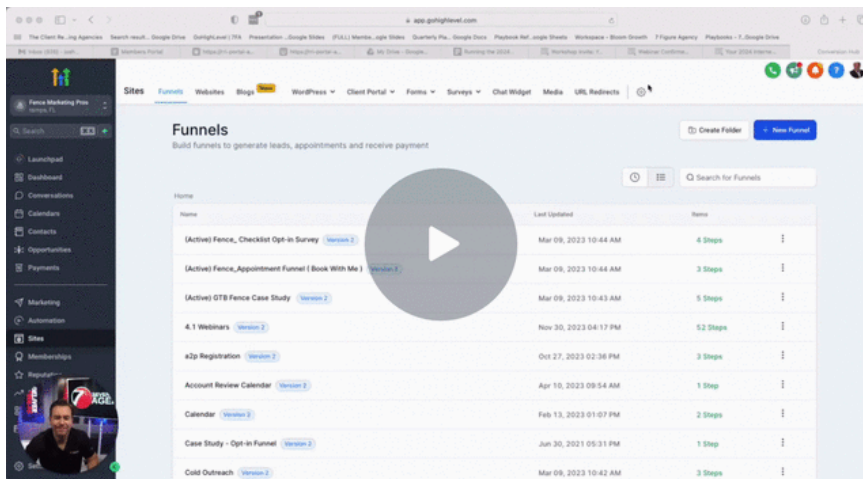
1. Setting up your Registration & Confirmation Page in the Funnel - Watch Video



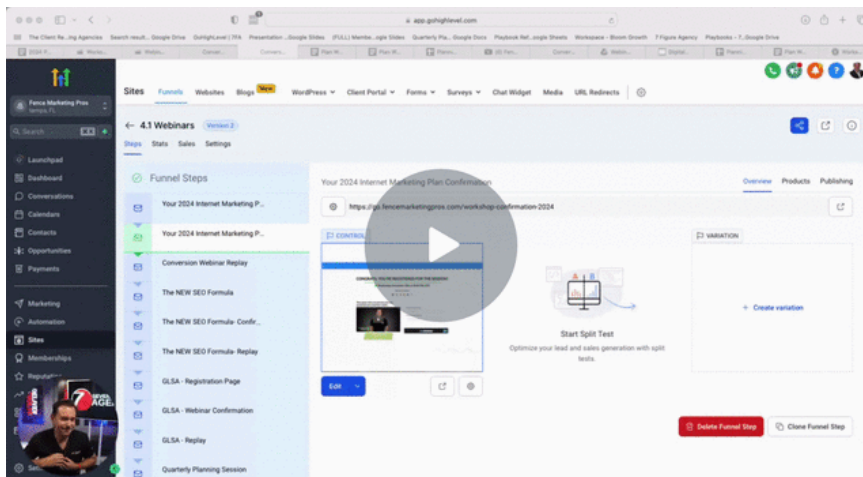
- ❑ Editable Arrow Graphic - https://www.canva.com/design/DAElcJFFuAQ/hJoOKJqfx1vkFPGDrR3kBQ/view?utm_content=DAElcJFFuAQ&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
- ❑ Schedule Strategy Session Graphic - https://www.canva.com/design/DAEJF0vnVmA/WGsUQw4VpBVZQVPTnUGZ6Q/view?utm_content=DAEJF0vnVmA&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview



2. Setting Up URLs and Tracking Screens for Registration and Confirmation Pages - [Watch Video](#)

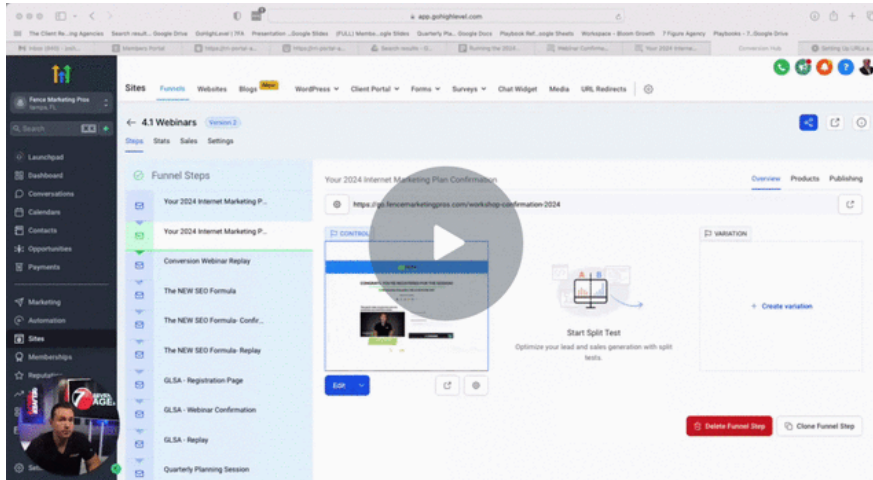


3. Modifying your Confirmation Video - [Watch Video](#)





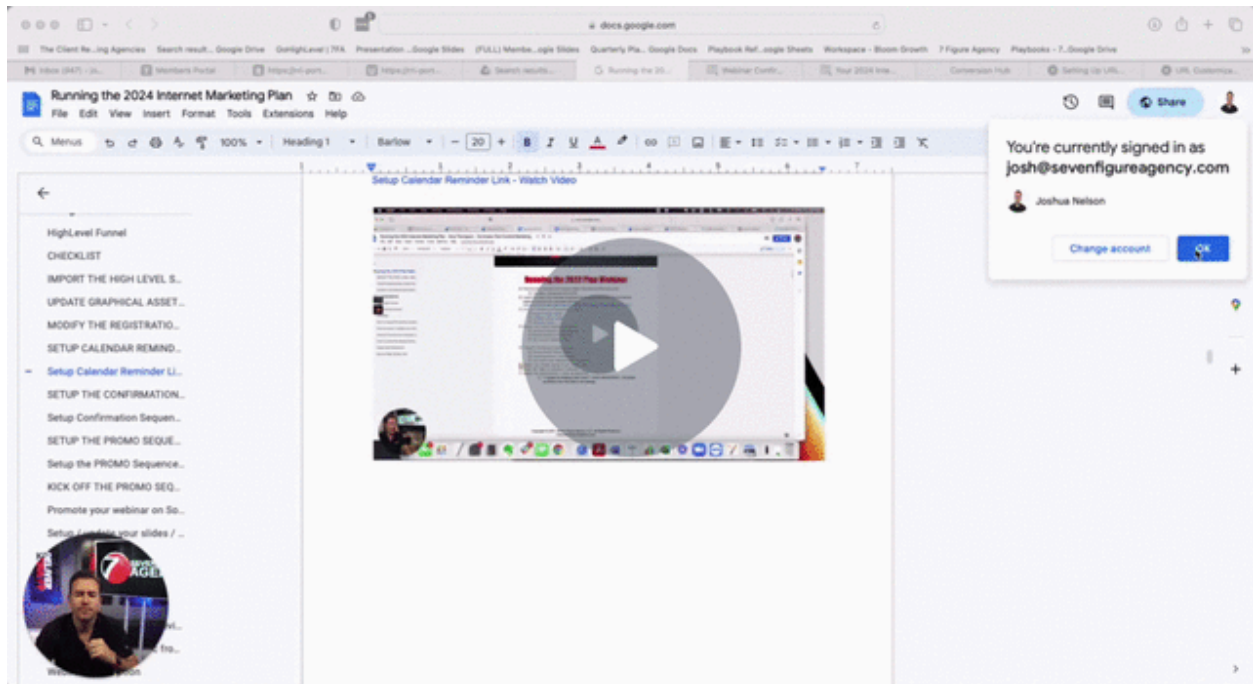
4. Update the custom value - Watch Video





SETUP CALENDAR REMINDER LINK (AddEvent or Google)

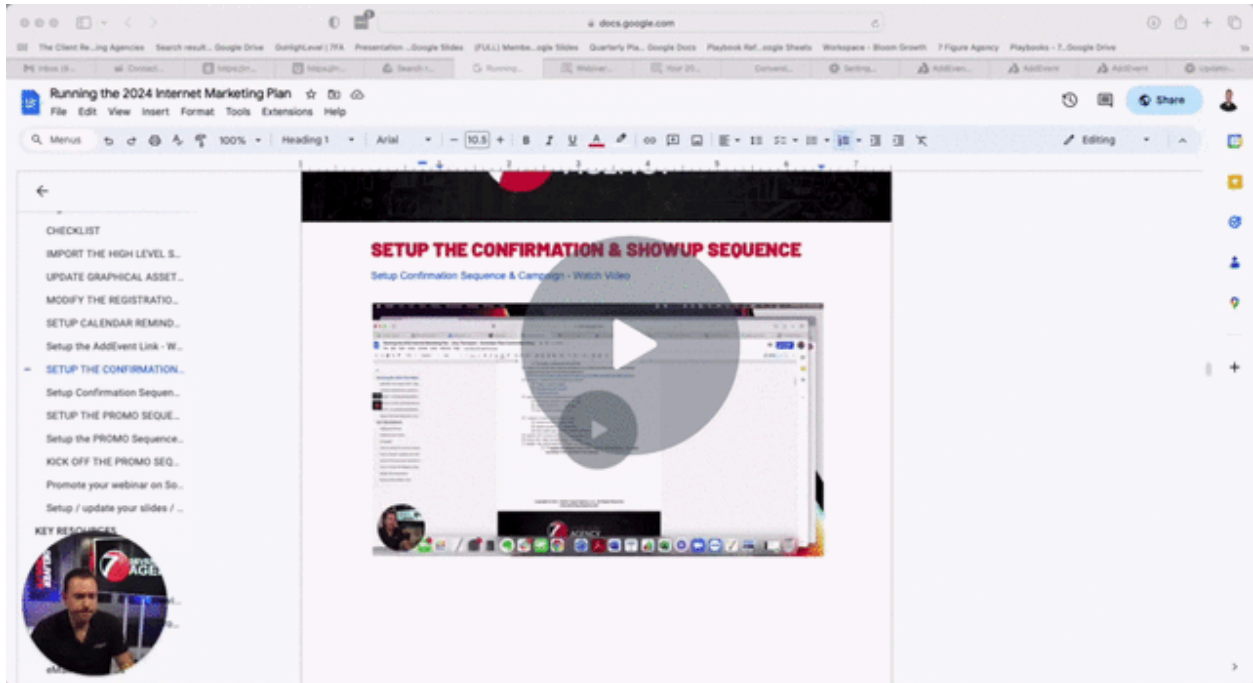
1. Setup the AddEvent Link - [Watch Video](#)





SETUP THE CONFIRMATION & SHOWUP SEQUENCE

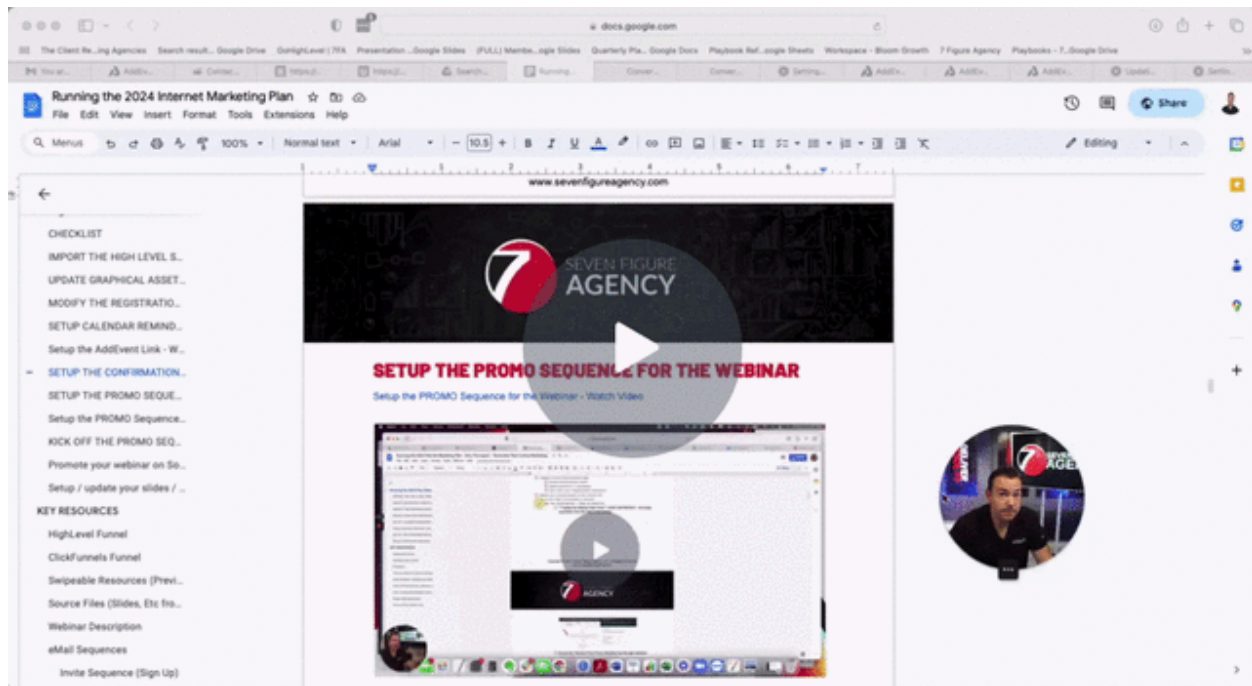
1. **Setting Up Confirmation & Show Up Sequence** - [Watch Video](#)





SETUP THE PROMO SEQUENCE FOR THE WEBINAR

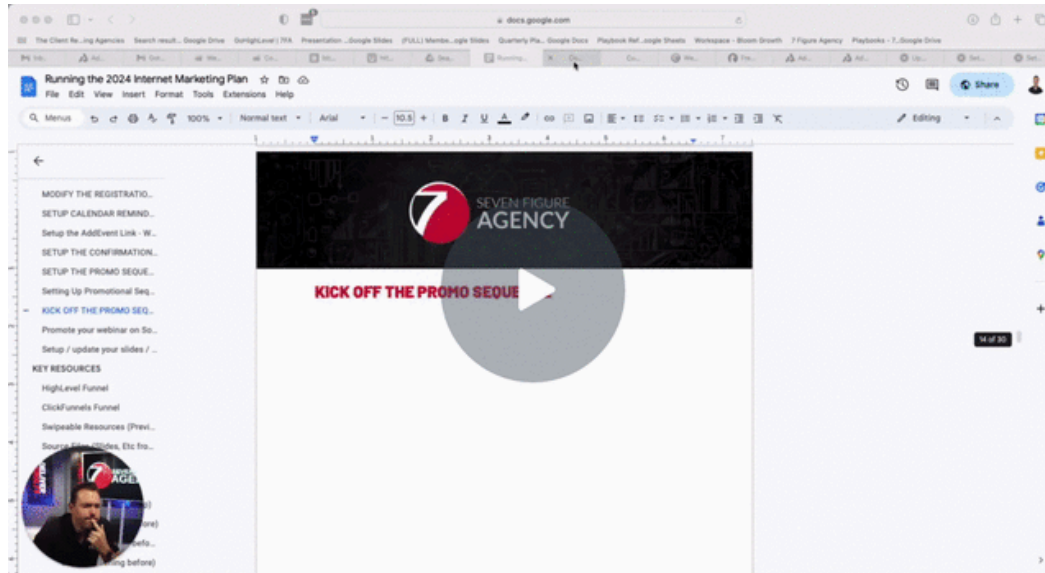
1. Setting Up Promotional Sequences and Trigger Links - [Watch Video](#)





KICK OFF THE PROMO SEQUENCE

1. How to Kick Off the PROMO Sequence - [Watch Video](#)



IF YOU HAVE A NEW LIST...HERE IS HOW TO IMPORT THAT LIST AND ADD THEM TO THE SEQUENCE

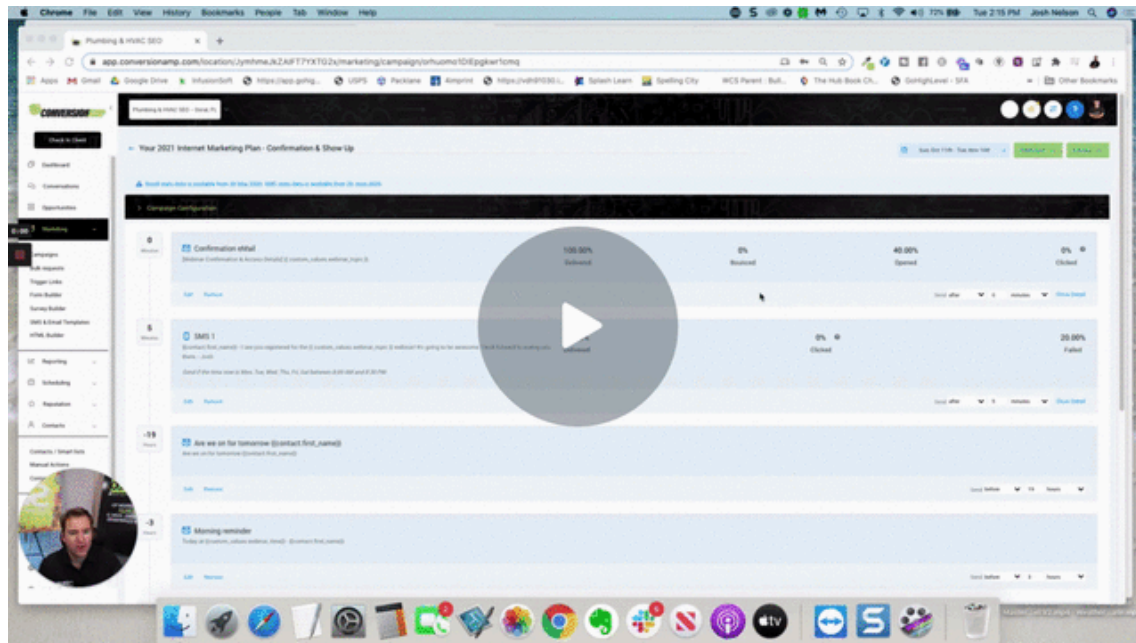
• [Importing Contacts into High Level - Watch Video](#)

	A	B	C	D	E	F	G	H	I
11	Bill	Billy	Linear Fence	Owner	bill@linearfence.com	linearfence.com	(239) 314-6441	1009 NE 5th Ave	Cape Coral
12	Ryan	Mark	Seaside Fence LLC	Owner	ryan@seasidefence.com	seasidefence.com	(239) 770-0807	4202 SW 14th Pl	Cape Coral
13	Janifer	Pacheco	Zule Fence	Owner	janifer777@hotmail.com	zulefence.com	(941) 955-0142	6601 Lyons Rd Suite E1	Coconut C
14	Maybeth	Cavanagh	Tropical Fence & Design LLC	Owner	maybethcavanagh@gmail.com	tropicalfencedesign.com	(954) 530-3452	3605 SW 89th Terrace	Cooper Cit
15	Barry	Midor	American Fence Corporation - Coral Springs Office	Owner	barrymidor@aol.com	americanfencecorp.com	(954) 582-2440	1440 Coral Ridge Dr #901	Coral Spri
16	Charles	Ruberto	Xtreme Fence	Owner	charles@xtremefence.com	xtremefence.com	(954) 851-6610	3700 NW 124th Ave #110	Coral Spri
17	Liatson	Ellers	Good Fences Good Neighbors	Owner	liatson@goodfencesgoodneighbors.com	goodfencesgoodneighbors.com	(850) 826-9455	55 Lura Ln	Crawford
18	Donald	Saylor	Saylor Fence, Inc.	Owner	saylorfence@gmail.com	saylorfence.net	(954) 581-5183	4153 SW 47th Ave #149	Davie
19	Bill	Morrison	AAA Fence	Owner	billm@aaa-fence.com	aaa-fence.com	(386) 253-4212	861 Orange Ave	Daytona B
20	Wayne	Byers	Byers Fence	Principal	wayne@byersfence.com	byersfence.com	(386) 437-2045	623 Tangora Way	Daytona B
21	Brian	Ferreira	XL Fencing LLC	Owner	brian@xl-fencing.com	xl-fencing.com	(954) 482-0531	20 NW 3rd Ave STE 102	Deerfield E
22	Michael	Shes	Building Fence of Florida	Owner	michael@buildingfenceof.com	buildingfenceof.com	(941) 278-1717	800 SW 15th Ave	Deerfield E
23	Joe	Licht	JNT Fence Co	Owner	joe@jntfence.com	jntfence.com	(352) 489-2711	12755 SW Hwy 484	Dunnellon
24	Frank	Vernmark	A-HINZI FENCE CONTRACTORS	Owner	frank@ahinzi.com	ahinzi.com	(954) 874-7929	5730 NE 19th Terrace	Fort Leaud
25	Samuel	Boyle	Boyle Fence Inc.	Owner	samuel@boylefence.com	boylefence.com	(786) 597-6881	6561 NW 23rd Way	Fort Leaud
26	Dennis	Shesley	Shesley Fence	Owner	dennis@shesleyfence.com	shesleyfence.com	(954) 788-7422	6278 N Federal Hwy	Fort Leaud
27	Jeff	Whitaker	Revolution Fence Company	Owner	jeff@revolutionfence.com	revolutionfence.com	(239) 884-8882	18180 US 41 Unit 1	Fort Myers
28	Juan	Morales	Western Fence Supply	Owner	juan@westernfencesupply.com	westernfencesupply.com	(239) 689-5496	2611 Fowler St	Fort Myers
29	Billy	Ball	Smith Fence Company of Fort Myers	Owner	billy@smithfence.com	smithfence.com	(239) 890-8911	2780 Canal St	Fort Myers
30	Brent	Morris	Sundance Fence	President	brent@brentsmorrisfence.com	sundancefence.com	(239) 768-3362	15804 Brothers Ct #2	Fort Myers
31	Mark	Murphy	Tropical Fence	Owner	mark@tropicalfence.com	tropicalfence.com	(239) 694-5622	4822 Palm Beach Blvd	Fort Myers
32	Jeremy	Miller	Fencescape LLC	Owner	jeremy30@hotmail.com	fencescape-llc.com	(904) 723-8944	450 State Rd 13	Fruit Cove
33	Tom	Johnson	MTT Fence & Deck	Owner	tom@mttfence.com	mttfence.com	(850) 495-1148	1257 Summit Rd	Gulf Breeze
34	Amelia	Amelia	Amelia Fence	Owner	amelia@ameliafence.com	ameliafence.com	(305) 842-0900	298 W 24th St	Hawthorn
35	Quinn	Quinn	Quinn Fence	Owner	quinn@quinnfence.com	quinnfence.com	(205) 888-9090	711 E Chesham Rd	Hawthorn
36	Quinn	Quinn	Quinn Fence	Owner	quinn@quinnfence.com	quinnfence.com	(305) 454-4165	3440 Hollywood Blvd Suite 415	Hollywood
37	Bernard	Bernard	Bernard's Fencing Company LLC	Owner	bernard@bernardsfencing.com	bernardsfencing.com	(954) 225-9357	1822 Wilson St	Hollywood
38	Susan	Susan	Susan Fence Inc.	Owner	susan@susanfence.com	susanfence.com	(904) 896-1234	10418 New Berlin Rd UNIT 106	Jacksonvil
39	Fences	Fences	Fences	Owner	fences@fences.com	fences.com	(954) 538-0427	2601 Puckettville Rd	Jacksonvil
40	Courtesy	Courtesy	Courtesy Fence Co Inc	Owner	courtesy@courtesyfence.com	courtesyfence.com	(850) 695-6575	5550 W 5th St	Jacksonvil



PROMOTE YOUR WEBINAR ON SOCIAL MEDIA

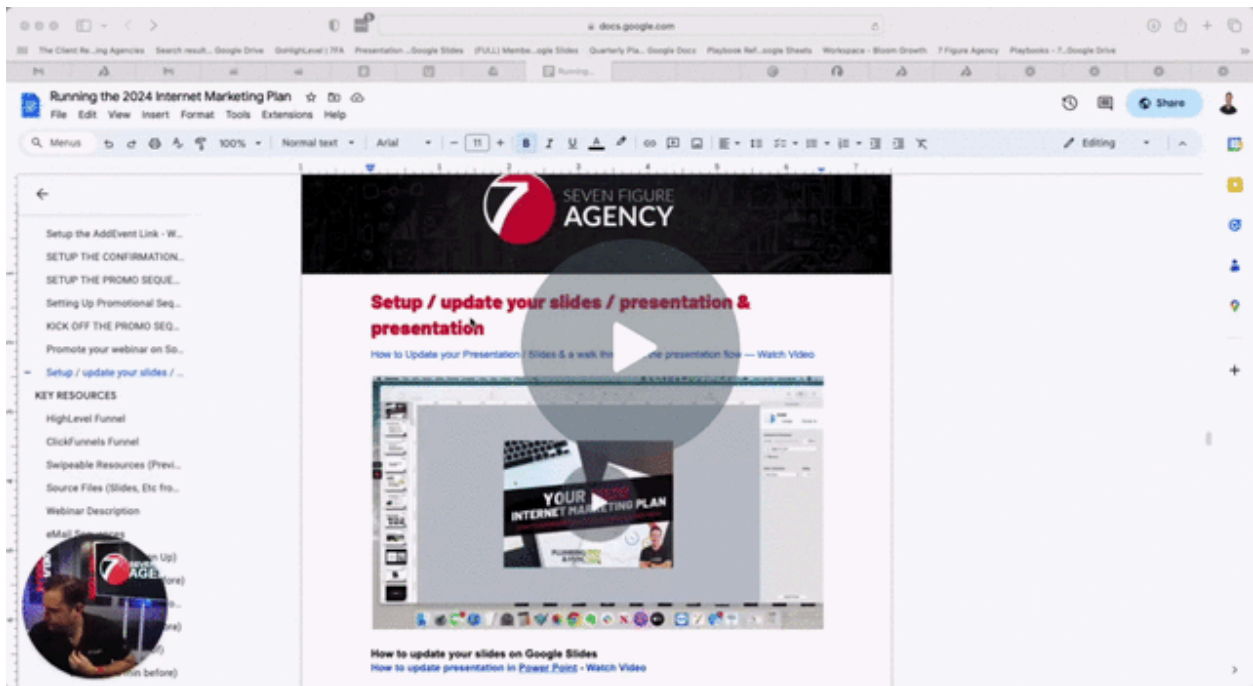
- ## 1. How To Promote Your Webinar On Social Media For Organic Reach — [Watch Video](#)





SETUP / UPDATE YOUR SLIDES / PRESENTATION & PRESENTATION

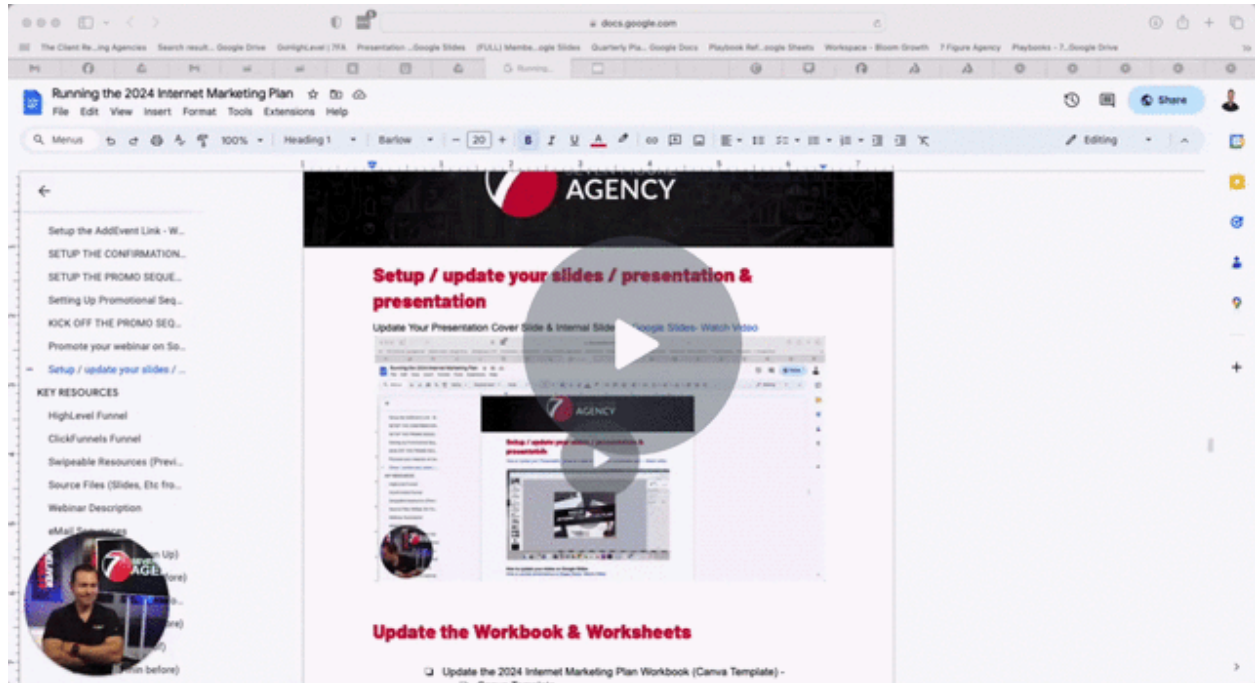
1. Update Your Presentation Cover Slide & Internal Slide on Google Slides - [Watch Video](#)





UPDATE THE WORKBOOK & WORKSHEETS

1. Updating the Workbook and Worksheets - Watch Video



- ❑ Update the 2026 Internet Marketing Plan Workbook (Canva Template) -
 - ❑ Canva Template -
https://www.canva.com/design/DAEvWm3HfI4/INofXEQBvTIdVi2IRWeBWQ/view?utm_content=DAEvWm3HfI4&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
 - ❑ Load the Updated PDF on Google Drive & setup redirect links for use in presentation / workshop
- ❑ Update the 2026 Internet Marketing Plan Worksheets (Google Sheets Template)
 - ❑ https://docs.google.com/spreadsheets/d/1JvEh9Xqjt3OwUCi8Q2gN83BeJBOtHA_c4nPmAs5YpuU/copy
 - ❑ Setup redirect link for use in presentation / workshop



SEVEN FIGURE
AGENCY

SYNDICATION PLAYBOOK

- ☐ Grab the file from Descript (either the direct file that Josh Recorded) or sync from ZOOM recordings. (Explanation [here](#))
- ☐ Create a nice thumbnail image to be used for the post or grab it from Canva if it was already created for promotional purposes (to be used in the eMail & blog post)
- ☐ Load onto YouTube
 - ☐ Use Custom Thumbnail
 - ☐ Take the transcript from Descript & feed it to ChatGPT to ask it to help you write a compelling title, description, etc
 - ☐ Update the hash tags to be relevant
- ☐ **Setup Relay Page on HighLevel (for Webinars)**
- ☐ Setup Replay Campaign on HighLevel (for Webinars)
- ☐ Setup Social Posts with replay - LIST ALL SOCIAL CHANNELS
- ☐ Export the audio / load into Amazon S3 or Spotify for Podcast
 - ☐ Save as MP3 from Descript directly
 - ☐ Export as .mp3 for Podcast
 - ☐ Plumbing & HVAC SEO Webinars
- ☐ Use transcript directly on Descript
- ☐ Create the Blog post for website
- ☐ Grab the long form recording of the webinar and use Opus.pro to create at least 5-8 short clips that get posted

PRE-WORK

1. Download the Video
 - When possible login into Descript and get the highest quality recording. If not available pull the ZOOM file into Descript.
 - <https://www.loom.com/share/2b2e6b0eea4548809ae482f756f0ef98?sid=0158b785-e60d-4d3a-8e7f-c120dac38bb6>
2. Log into zoom, click recordings & download "Shared Screen with speaker view"
 - <https://www.loom.com/share/13ce9d8b138f43db8ba7e848d1b4d4f5>
3. Create the Blog Post Image
 - [www.Canva.com](https://www.canva.com)
 - U:
 - P:



This video explains how to use the Canva Template -

<https://www.loom.com/share/e7d54329395c4f54b39159a1e7d393da>

STEP 1 - LOAD THE VIDEO ON TO YOUTUBE

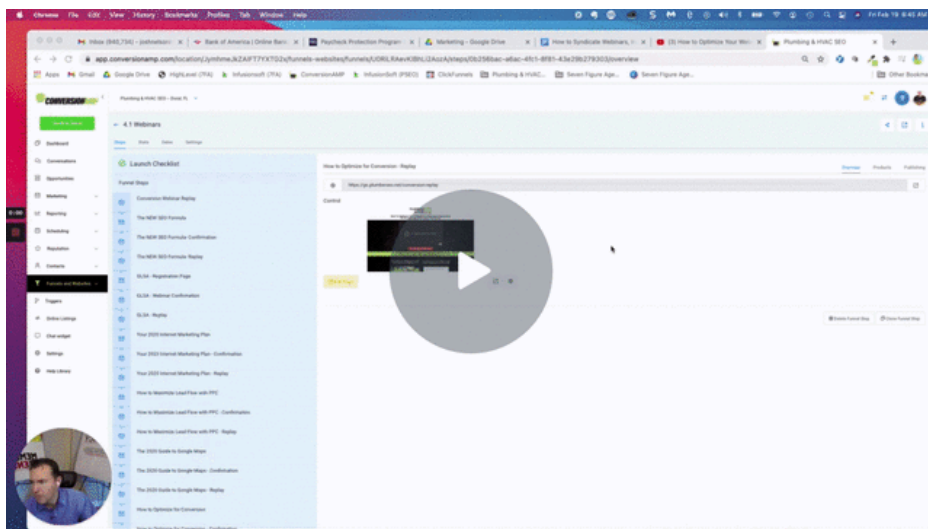
1. Log into the PlumberSEO YouTube Channel & upload the video

U:

P:

SETUP THE REPLAY PAGE ON HIGHLEVEL (FOR WEBINARS)

How to setup Webinar Replay Page — [Watch Video](#)

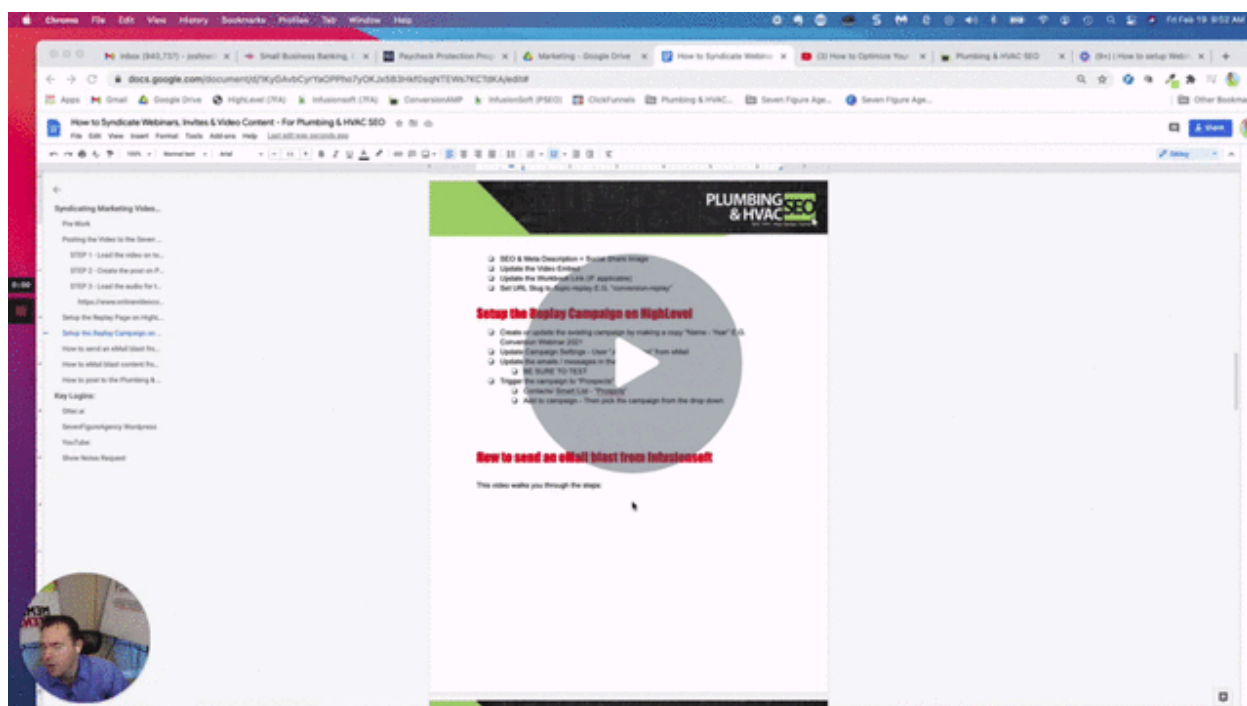


1. Log into HighLevel for Plumbing & HVAC SEO
2. Funnels / Campaigns -> Webinars
3. Find that particular webinar & setup or update the Replay Step
 - ☐ SEO & Meta Description + Social Share Image
 - ☐ Update the Video Embed
 - ☐ Update the Workbook Link (IF applicable)
 - ☐ Set URL Slug to /topic-replay E.G. "conversion-replay"



SETUP THE REPLAY CAMPAIGN ON HIGHLEVEL (FOR WEBINARS)

How to setup the Webinar Replay Campaign — [Watch Video](#)



- ❑ Create or update the existing campaign by making a copy “Name - Year” E.G. Conversion Webinar 2021
- ❑ Update Campaign Settings - User “Josh Nelson” from eMail
- ❑ Update the emails / messages in the campaign
 - ❑ Ask ChatGPT to help you write an amazing replay sequence pushing people to watch the recording using the transcript fed to the [IPC](#)
 - ❑ Don't sent SMS to the full list only those that register
 - ❑ BE SURE TO TEST
- ❑ Trigger the campaign to “Prospects” list
 - ❑ Contacts/ Smart List - “Prospects”
 - ❑ Add to campaign - Then pick the campaign from the drop down



POSTING THE VIDEO TO THE BLOG

STEP 1 - LOAD THE VIDEO ON TO YOUTUBE

1. Log into the PlumberSEO YouTube Channel & upload the video
U:
P:
2. Load the audio up on Amazon S3 (for the podcast)

STEP 2 - CREATE THE POST ON PLUMBERSEO BLOG

1. Log Into PlumberSEO website (not the members area)
www.plumberseo.net/wp-admin
Apache: Login: Password:
WordPress: Login: Password:
Login: Password:
 2. Create a new post
 3. Set the featured image (exported from Canva)
 4. Put the description & embed the video (use ICP to help craft show notes / highlights / blog post)
- This explains some steps for setting up the Blog Post
<https://www.loom.com/share/2609bb094a0549dd91f0dddb3bd89b>

STEP 3 - LOAD THE AUDIO FOR THE PODCAST

1. Export audio directly using Descript then load on Amazon S3
<https://s3.console.aws.amazon.com/s3/home?region=us-east-1#>
U:
P:
2. Upload to the “plumberseopodcast” folder



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3. Be sure to set as “Public”

- This video shows you how to upload the audio to Amazon.com/s3
<https://www.useloom.com/share/9bf8f27eabf2480297ff1e9624d5bcc5>



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SWIPE COPY

WEBINAR DESCRIPTION

Are you ready to take 2026 by storm? Do you have a clear plan of attack as it relates to your Internet marketing & lead generation strategy? Have you put together an updated plan based on all the changes in the Online Space? On this live training we'll be unpacking "Your 2026 Internet Marketing Plan" and what you need to do to MAXIMIZE your leadflow via the internet in your Fence business going into the New Year.

EMAIL SEQUENCES

Invite Sequence (Sign Up)

eMail 1 (3-4 days before)

Subject: Wednesday at 2PM

Message:

<First Name>

I'm excited to invite you to a webinar that I'm conducting on Wednesday at 2PM ET.

On this live webinar I'll be unpacking "Your 2026 Internet Marketing Plan" and what you need to do to MAXIMIZE your leadflow online in your Plumbing or HVAC business going into the New Year.

You can register for the webinar by clicking here.

<Click here to register now>



I look forward to seeing you on Wednesday!

eMail 2: (1-2 days before)

eMail Subject: Your 2026 Internet Marketing Plan [Webinar Invite]

Message:

~Contact.FirstName~,

I'd like to invite you to join me on Wednesday at 2PM for our 2026 Internet Marketing Planning session. Let's build your plan to CRUSH IT Online in the new year:

[<Click here to register now>](#)

Are you ready to take 2026 by storm? Do you have a clear plan of attack as it relates to your Internet marketing & lead generation strategy? Have you put together an updated plan based on all the changes in the Online Space? On this live training we'll be unpacking "Your 2026 Internet Marketing Plan" and what you need to do to MAXIMIZE your leadflow via the internet in your Plumbing or HVAC business going into the New Year.

- Discover the latest trends - The Internet marketing space is constantly changing. We will outline the most important trends and what you need to do to stay ahead of the curve
- Increase your inbound calls - We will uncover the proven methods to maximize your call count from customers looking online for your services
- Dominate your local market - We will show you how to dominate your local market for the Plumbing & HVAC Related services in your area.

[<Click here to register now>](#)

eMail 3 (evening before)

eMail Subject: ~Contact.FirstName~ - Are we on for tomorrow?

eMail Body:



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~Contact.FirstName~,

Are we on for tomorrow at 2PM?

<Click here to register now>

Are you ready to take 2026 by storm? Do you have a clear plan of attack as it relates to your Internet marketing & lead generation strategy? Have you put together an updated plan based on all the changes in the Online Space? On this live training, we'll be unpacking "Your 2026 Internet Marketing Plan" and what you need to do to MAXIMIZE your leadflow via the internet in your Plumbing or HVAC business going into the New Year.

- Discover the latest trends - The Internet marketing space is constantly changing. We will outline the most important trends and what you need to do to stay ahead of the curve
- Increase your inbound calls - We will uncover the proven methods to maximize your call count from customers looking online for your services
- Dominate your local market - We will show you how to dominate your local market for the Plumbing & HVAC Related services in your area.

<Click here to register now>

eMail 4 (morning of)

eMail Subject: Today at 2PM - ~Contact.FirstName~

~Contact.FirstName~,

I wanted to send you a quick reminder about today's webinar at 2PM. I don't see that you have registered yet & wanted to make sure you don't miss it. You can get registered now by clicking here.

I'm going to be unpacking the exact strategy used by hundreds of Plumbing & HVAC contractors across the country to multiply the number of leads and sales they generate via the Internet.



You don't want to miss it! Join us at 2PM using the link below...

<Click here to register now>

eMail 5 (15 min before)

eMail Subject: [Webinar] Starting now...

~Contact.FirstName~,

We are starting the webinar now in just a few minutes at 2PM ET. You don't want to miss it.

You can join us now by going to:

Webinar Access Link -

See you on the webinar!

*** Social posts - Use the same copy as the emails above

Confirmation Sequence (Show Up)

eMail 1 (Right after registration)

Subject: [Webinar Confirmation & Access Details] Your 2026 Internet Marketing Plan

~Contact.FirstName~,

Thank you for registering for the "Your 2026 Internet Marketing Plan" Webinar. Below are the



webinar access details.

Webinar Date - Wednesday - December 12th at 2PM ET

Webinar Access Link - ~Contact._WebinarLink~

* You can click the "Add Event To Your Calendar" image below to have this meeting automatically added to you Google Calendar.

See you on the webinar!

eMail 2 (Morning of webinar)

eMail Subject: Today at 2PM - ~Contact.FirstName~

~Contact.FirstName~,

I wanted to send you a quick reminder about today's webinar at 2PM. I see that you are registered & just wanted to make sure you have it on the calendar so you don't miss it.

We're going to be mapping out your 2026 Internet Marketing Plan to ensure you maximize your leadflow going into the new year.

You don't want to miss it! Join us at 2PM using the link below...

Login with this link at 2PM - ~Contact._WebinarLink~

eMail 3 (15 Minutes Prior)

eMail Subject: Starting now



~Contact.FirstName~,

We are starting the webinar now in just a few minutes at 2PM ET. You don't want to miss it.

You can join us now by going to:

Webinar Access Link - ~Contact._WebinarLink~

See you on the webinar!

Replay (Follow Up)

eMail 1 (1 day after)

Subject: [REPLAY] Your 2026 Internet Marketing Plan

~Contact.FirstName~,

In case you missed yesterday's webinar or want to watch the replay, you can access it now by clicking below...

Let's build your plan to CRUSH IT Online in the new year...

<Watch the Replay now>

Are you ready to take 2026 by storm? Do you have a clear plan of attack as it relates to your Internet marketing & lead generation strategy? Have you put together an updated plan based on all the changes in the Online Space? On this live training we'll be unpacking "Your 2026 Internet Marketing Plan" and what you need to do to MAXIMIZE your leadflow via the internet in your Plumbing or HVAC business going into the New Year.

- Discover the latest trends - The Internet marketing space is constantly changing. We will outline the most important trends and what you need to do to stay ahead of the curve
- Increase your inbound calls - We will uncover the proven methods to maximize your call count



from customers looking online for your services

- Dominate your local market - We will show you how to dominate your local market for the Plumbing & HVAC Related services in your area.

<Watch the Replay now>

eMail 2 (2 days after)

Subject : ~Contact.FirstName~

~Contact.FirstName~,

Would you like to work with on taking your Internet Marketing to the next level in 2026?

eMail 3 (3 days after)

Subject: In case you missed this part...

~Contact.FirstName~,

I sent you an email on Thursday with the replay link for the 2026 Internet Marketing Plan training that we conducted last week.

CRITICAL NOTE: *If you're strapped for time and can't watch the whole replay, I wanted to let you know about the one thing I revealed on the webinar you simply shouldn't miss...

*At **1 hour : 2 minutes** I revealed top online marketing trends going into 2026 that you MUST be aware of and take action on.

It's been said that this one single insight was worth the whole webinar... so I wanted to make sure if you couldn't watch anything else on the webinar replay, you didn't miss that one part! :-)

Here's the link to the replay so you can catch it: <https://www.plumberseo.net/2026-plan-replay>

Also, if you'd like to have us help you flesh out your 2026 Internet Marketing Plan you can



schedule your "2026 Internet Marketing Plan review" by clicking here
==> www.plumberseo.net/schedule

To you continued success!

eMail 3 (1 week later)

Subject: Your 2026 Internet Marketing Plan [REPLAY ON DEMAND]

~Contact.FirstName~,

Last week we conducted a game changing workshop called "Your 2026 Internet Marketing Plan
- To maximize your leadflow online in 2026.

If you have not had a chance to go through the training yet I highly recommend you make time
this week to block off 90 minutes to watch the training, do the exercises and build your plan to
win online in 2026.

<Watch the Replay now>

Are you ready to take 2026 by storm? Do you have a clear plan of attack as it relates to your
Internet marketing & lead generation strategy? Have you put together an updated plan based on
all the changes in the Online Space? On this live training we'll be unpacking "Your 2026 Internet
Marketing Plan" and what you need to do to MAXIMIZE your leadflow via the internet in your
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Plumbing & HVAC Related services in your area.

<Watch the Replay now>



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Swipeable Resources (Previous Sources)

- Copy for sequences - https://docs.google.com/document/d/1-3oyFwk7trMYgo55mN0b0dxxGt0z4XbG3ArUQr_wsvY/edit?usp=sharing
- Cover Slide (Canva) - https://www.canva.com/design/DAFzaFzCkQw/li8mlE4Fn97DjJvMALeEgw/view?utm_content=DAFzaFzCkQw&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview
- Internal Slide (Canva) - https://www.canva.com/design/DAFzaFzCkQw/li8mlE4Fn97DjJvMALeEgw/view?utm_content=DAFzaFzCkQw&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview
- Workbook - https://www.canva.com/design/DAEvWm3HfI4/INofXEQBvTIdVi2IRWeBWQ/view?utm_content=DAEvWm3HfI4&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
- Presentation Worksheet (Google) - https://docs.google.com/spreadsheets/d/1JvEh9Xqjt3OwUCi8Q2gN83BeJB0tHA_c4nPmAs5YpuU/edit?usp=sharing
- Mark Perna Updated Version as a point of reference - [link](#)