

SERVICE GUIDE FOR SMALL BUSINESSES

More customers, without overspending.

We help small businesses get found on Google, look professional on social media, and reach more people, with pricing built for businesses that are still growing.

How we help

Get found

When someone searches for your service on Google, Google Maps, or asks an AI assistant, your business should show up.

Look professional

A complete profile, clear photos, and real reviews build trust so customers reach out to you.

Reach more people

Consistent content and ads aimed at your service area, without wasting your budget.

How we work

1

Start with the basics

First, what brings the most customers for the least money: Google and reviews.

2

Respect your budget

You decide how much to invest. We tell you honestly what is worth it.

3

Measure results

We check what brings calls and messages, and adjust every month.

STEP 1

One-time services

The foundations every business needs. Done once, and they keep working for you.

Google Business Profile

\$100

- ◆ Full setup, including service-area businesses with no storefront
- ◆ Services, hours, photos, and description in English and Spanish
- ◆ We walk you through Google verification
- ◆ Review link and QR code to collect customer reviews

Facebook & Instagram makeover

\$90

- ◆ Profile photo, cover, bio, and service list
- ◆ "Send message" or "Call" button
- ◆ Pinned post with pricing or "request a quote"
- ◆ Instagram connected so one post goes to both

Starter Package · Google + Social

\$175

- ◆ Everything in the two services above
- ◆ Simple guide on what to post and when
- ◆ 20-min call: how to spend on ads the smart way
- ◆ Save \$15 vs. buying separately

Simple website

from \$150

- ◆ One professional page with services, photos, reviews, and contact
- ◆ Linked to your Google profile to rank better in search
- ◆ Your own domain (about \$12/year, paid by you)
- ◆ Best once you have some reviews and photos

Free tips you can use today

- ◆ Text your 10 best customers and ask for a Google review.
- ◆ Before-and-after photos build the most trust.
- ◆ Offer a referral discount (for example, \$15 off their next service).
- ◆ Share in local Facebook groups and create a free Nextdoor business page.
- ◆ Reply fast: many customers hire whoever answers first.

STEP 2

Monthly plans

Keep your business active and visible every month. No long contracts: cancel anytime.

Basic Plan

\$50/mo

- ◆ 4 post ideas with ready-to-use captions (English & Spanish)
- ◆ 1 Google profile update per month (photos or news)
- ◆ Help responding to reviews
- ◆ 30-minute monthly check-in

Growth Plan

\$80/mo

- ◆ 8 posts with ready-to-use captions (English & Spanish)
- ◆ 2 videos per month with AI English voiceover and subtitles
- ◆ Paid ad setup and monitoring
- ◆ Simple monthly report: what brought customers, what to adjust

MOST COMPLETE

About paid ads: ad spend is paid directly to Facebook/Instagram, not to us. We suggest starting at **\$5–10 per day for one week**, targeted only to the areas you serve, and measuring results before increasing.

Add-on services

AI English voiceover video + subtitles	\$15 each
Bilingual subtitles for one video	\$5 each
Flyer or business card design	\$25
Set up one ad campaign	\$25
LinkedIn profile (to win business contracts)	\$50

Prices in USD. Paid advertising and website domain costs are paid separately, directly to each platform.

FEATURED

English videos, from your own recording

You don't need to speak English to reach English-speaking customers. You record a video of your work, and we add a natural English voice made with AI text-to-speech.

How it works

1

You record

A short video of your work: before and after, the process, results. No talking needed, or talk in Spanish.

2

Tell us the message

Send us what you want to say by WhatsApp: services, area, offers.

3

We create the voice

We translate and generate the English voice with AI, plus subtitles.

4

Ready to post

We send back the finished video (and a Spanish version if you want one).

Why English?

- ◆ In many US areas, a large share of customers who hire services (and who pay best) search and watch content in English.
- ◆ An English video reaches more people in your area, including offices, property managers, and owners.
- ◆ **But if your Spanish content is bringing you good customers, keep doing it!** The best move is to test: post the same video in both languages for 4 weeks and see which brings more messages.

How to get started

1

Choose

the service or plan that fits you.

2

Send us

photos, services, areas, and hours.

3

We launch

usually within one week.

4

We grow

by reviewing results together.



Questions? Message us and we'll gladly help you choose.

Kirby McDonald, MBA · Choice Business Advisors