



We Are Local

Business Success Starter Kit

Welcome!

This packet is designed to help you get the most value from your We Are Local membership. Our goal is simple: help your business become known, trusted, and chosen.

1. New Member Checklist

- Send your logo (high-resolution PNG or JPG).
- Send your digital business card.
- Provide 10–20 quality business photos.
- Share your website and social media links.
- Schedule your business spotlight interview.
- Claim and optimize your Google Business Profile.

2. 30-Day Social Media Plan

- Post 3–5 times per week.
- Week 1: Introduce yourself and your story.
- Week 2: Share before/after work and customer testimonials.
- Week 3: Offer tips, FAQs, or behind-the-scenes content.
- Week 4: Highlight community involvement and ask for referrals.

3. Facebook Best Practices

- Be authentic.
- Use real photos whenever possible.
- End posts with a question or call-to-action.
- Respond to comments and messages promptly.
- Stay consistent rather than striving for perfection.

4. Google Review Strategy

- Ask every happy customer for a review.
- Send the review link within 24 hours.
- Reply to every review—good or bad.

5. Referral System

- Thank customers personally.
- Leave two business cards after each completed job.
- Ask: 'Who else do you know that might need my help?'



6. Better Photos with Your Phone

- Use natural light.
- Take horizontal and vertical photos.
- Capture before-and-after images.
- Include yourself in some photos to build trust.

7. Your We Are Local Benefits

- Print publication exposure.
- Website listing.
- Business spotlight article.
- Social media shout-outs.
- Community-focused marketing.
- Access to coaching and marketing guidance.

8. Simple Marketing Worksheet

- Who is my ideal customer?
- What problem do I solve?
- What makes me different?
- What action do I want people to take after seeing my marketing?

Final Thought

People buy from businesses they know, like, and trust. Every post, conversation, follow-up, and community interaction is an opportunity to build that trust. Relationships come before transactions—and consistent marketing keeps those relationships growing.