

# The Be Unstoppable Growth Plan

How to Build a System That Generates  
Enquiries Now and Compounds Long-Term

A practical guide for Waikato service businesses who  
want to get found, get chosen, and grow  
consistently.



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# The Real Problem

Most businesses don't have a marketing problem. They have a system problem.

Most service businesses are great at what they do.

But growth feels inconsistent because their online presence is missing key pieces.

They usually have one of these situations:

- a website, but it doesn't convert
- social media, but no clear lead path
- ads, but no landing page or tracking
- SEO, but it's inconsistent or not local
- referrals, but nothing predictable

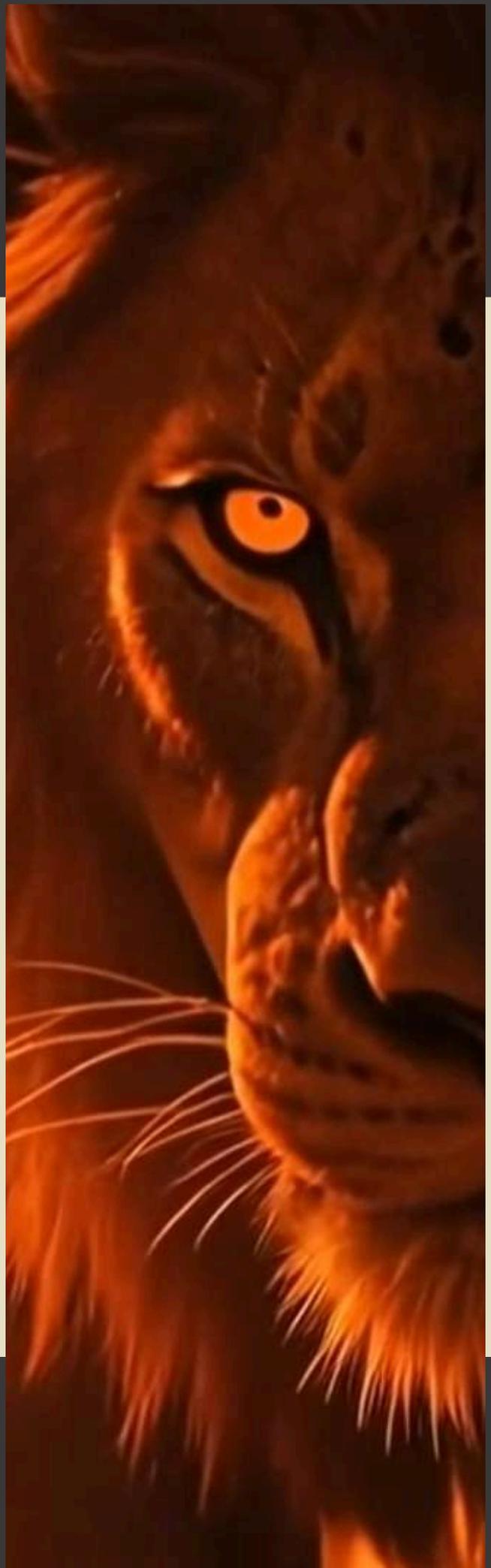
So enquiries come in waves.

That creates a frustrating cycle:

- you get busy, then marketing stops
- work slows down, then you panic
- you post something random
- and nothing becomes consistent

What you need isn't more marketing noise.

You need a system that works together.



# The Two Reasons Businesses Lose Clients Online

Most businesses lose work  
for one of two reasons

If someone is searching for what you do, you need two things to happen.

## 1) You show up

If you're not visible on Google and Google Maps, you miss out on customers who are ready to buy.

## 2) You get chosen

If someone finds you, your website needs to build trust fast and make the next step clear.

If either of these is weak, you lose the enquiry. The Be Unstoppable Growth System is built to fix both, in the right order.



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# What a Growth System Looks Like (Plain English)

It's not a website. It's a lead engine.

A growth system has three parts.

## **1) A website that converts**

Clear messaging, proof, and a simple way to contact you.

## **2) A funnel that generates leads now**

A focused landing page and ads that bring enquiries quickly.

## **3) Local SEO that builds long-term visibility**

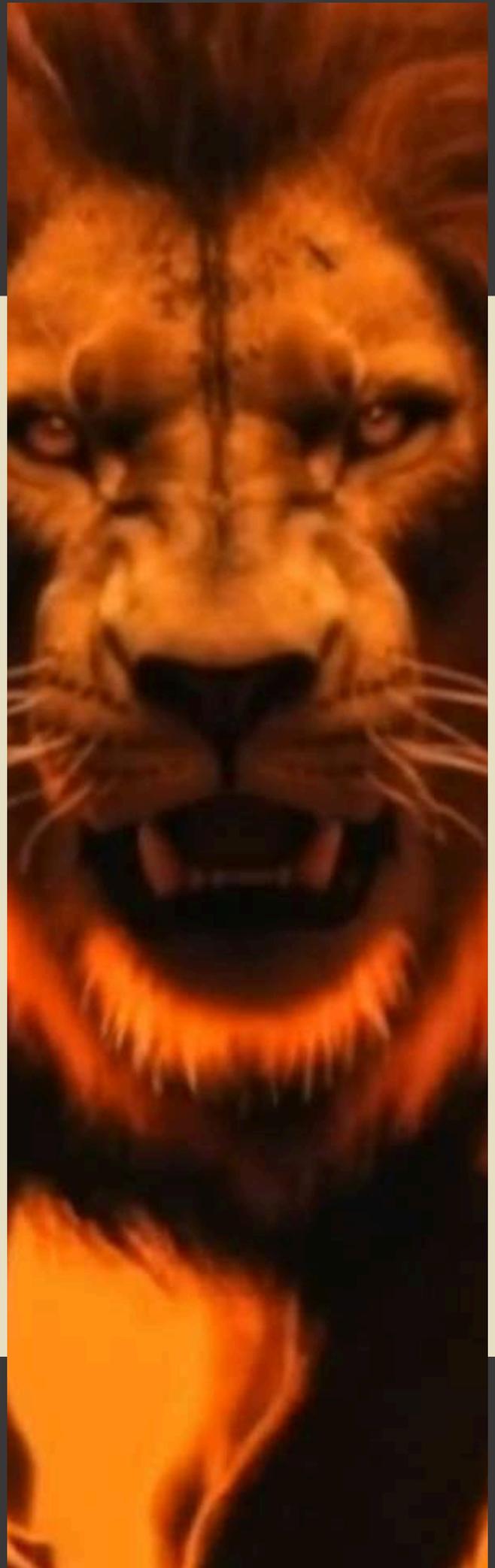
Google Business Profile optimisation, landing pages, and content that compounds over time.

Funnels give speed.

SEO gives stability.

Most businesses do these in the wrong order, or they do one and ignore the others.

When all three work together, you stop guessing.



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# The 30-Day Launch Plan (How It Works)

A fast launch only works when the planning happens first

Most websites and marketing projects drag out for months because there's no clear plan, no timeline, and content is gathered too late.

The **Be Unstoppable** Growth System is designed to prevent that.

It follows a simple rule:

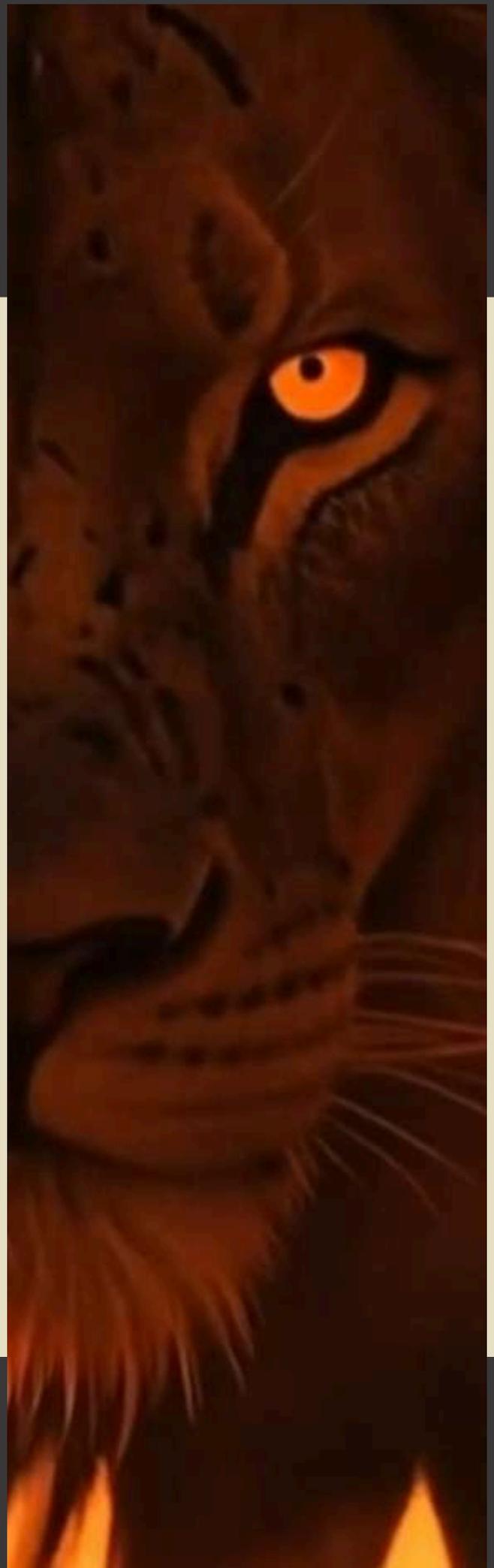
Strategy first. Build second. Launch fast. Then improve and grow.

That's why the 2-hour growth mapping session happens before your build month starts.

It gives you:

- a clear offer
- clear messaging
- a clear page structure
- and a content plan that keeps momentum

When your build month begins, we're not guessing. We're building.



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# The Full Timeline (30 Days + 6 Months)

Here's what happens, step by step

Two weeks before the build month starts

- you complete a 2-hour growth mapping session
- we clarify your offer and messaging
- we map the website structure and funnel
- we confirm what content is required
- if professional video is required, it's booked here

## **Week 1**

- website build begins
- you receive your video scripts

## **Week 2**

- video is filmed and delivered by the end of the week
- landing page and funnel assets are built

## **Week 3**

- video is added to the website and funnel
- ads and tracking are finalised
- launch preparation begins

## **Week 4**

- website goes live
- funnel goes live
- optimisation begins

## **Months 2 to 6**

- local SEO work continues monthly
- Google Business Profile posts and improvements
- service and location landing pages
- ongoing blogs
- tracking and reporting

Funnels give you speed.

SEO gives you stability.

Together, they build momentum that compounds.



# The Commitment That Makes This Work

Marketing moves at the speed of content and approvals

This system works best when the client is committed.

To stay on track, you need to:

- supply photos and proof before Week 1 wherever possible
- approve scripts and page copy within 48 hours
- record video using the scripts provided in Week 1
- deliver video by the end of Week 2
- follow up enquiries the same day

This is not busywork. It's the bottleneck for most projects.

The businesses that get the best results are the ones who move fast.



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# Growth Readiness Checklist

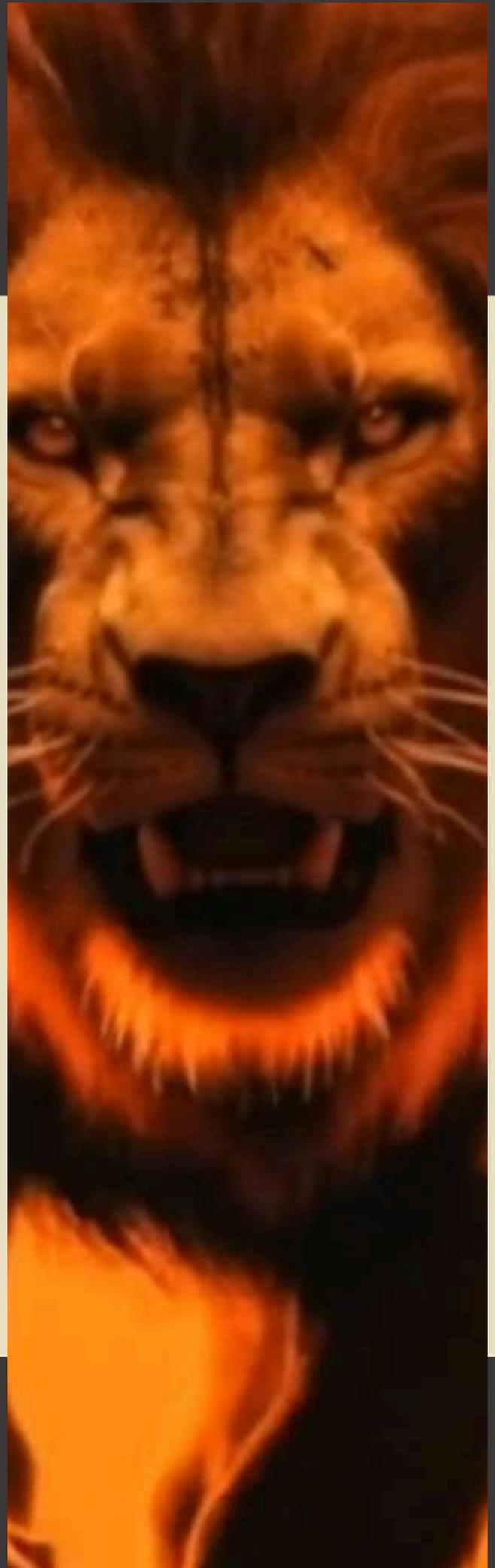
Is your business ready for a growth system?

Tick what's true today:

- You want more enquiries and better clients
- You can handle more work if the enquiries increase
- You have photos of your work
- You have at least 5 reviews
- You can follow up leads the same day
- You can approve drafts within 48 hours
- You're willing to record simple video content
- You want to be found on Google Maps
- You want a system you can build on long term
- You want a plan, not random marketing

If you ticked 7 or more, you're a strong fit.

If you ticked less than 7, the best next step is still a discovery call so we can identify what needs to be fixed first.



# Closing

## Next Step

If you want to build a growth system that generates enquiries now and compounds over time, start with a free discovery call.

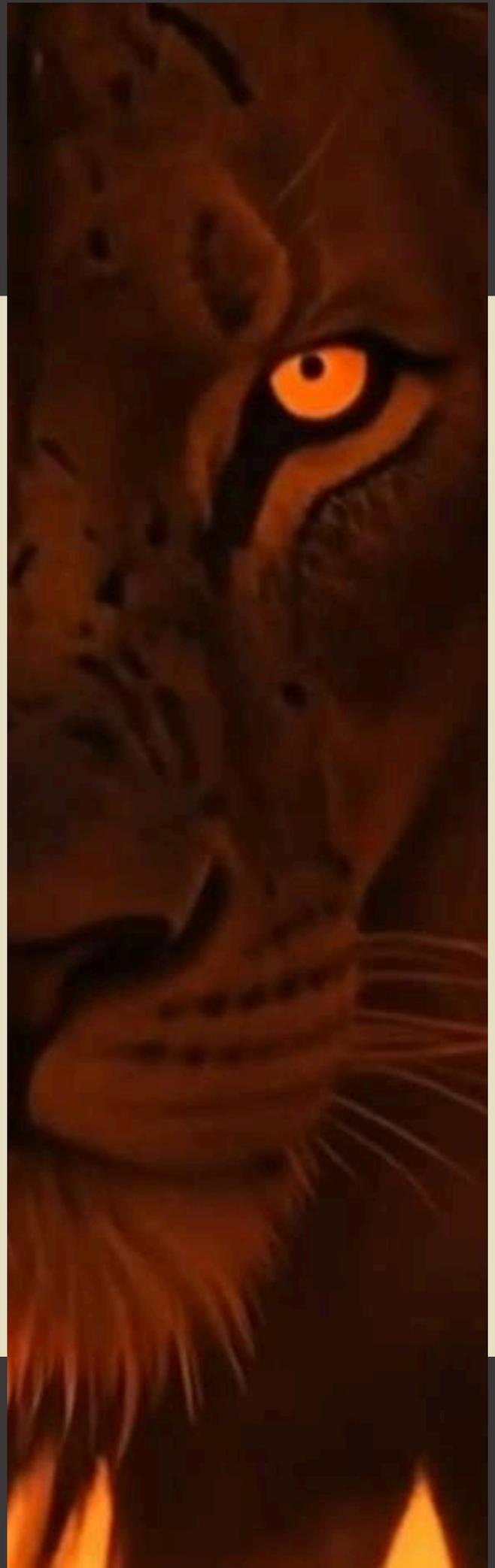
If there's a real opportunity for growth, you may be offered a free 2-hour growth mapping session for qualified businesses.

**Book your discovery call:**

[dnp-marketing.co.nz/free-discovery-call](https://dnp-marketing.co.nz/free-discovery-call)

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