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A SOUCK EXPLAINER

DIGITAL TRANSFORMATION FOR SMALL BUSINESSES

What going digital means for a trades or service business, and where to begin.

THE IDEA

GOING DIGITAL MEANS MAKING IT EASIER TO FIND YOU, CHOOSE YOU AND WORK WITH YOU.

It is less about technology and more about removing friction for customers and your team.

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FOUR LAYERS

WHERE DIGITAL SHOWS UP IN A SMALL BUSINESS

FOUND

Google listing, website, reviews and directories.

CHOSEN

A clear brand, real photos and proof of quality.

ORGANIZED

Leads, quotes, scheduling and invoices in software.

MEASURED

Knowing which efforts bring jobs and revenue.

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COMMON MISTAKES

WHAT SLOWS SMALL BUSINESSES DOWN

- Buying software before naming the problem it should solve
- A website that looks fine but does not make calling easy
- Leads kept in texts, notebooks and memory
- Marketing without tracking which channels bring jobs
- Changing everything at once

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A 90-DAY PATH

START SMALL AND BUILD ON IT

1

DAYS 1 TO 30

Complete your Google Business Profile, fix your website basics and record every lead in one place.

2

DAYS 31 TO 60

Follow up every quote on a schedule, ask every customer for a review and start tracking where jobs come from.

3

DAYS 61 TO 90

Automate the routine messages, review the numbers and invest in the channel that works best.

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FREE SELF-ASSESSMENT

SEE WHERE YOUR BUSINESS STANDS TODAY

Download the digital readiness self-assessment at souckinc.com/resources/downloads, or talk to a Souck business advisor.

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