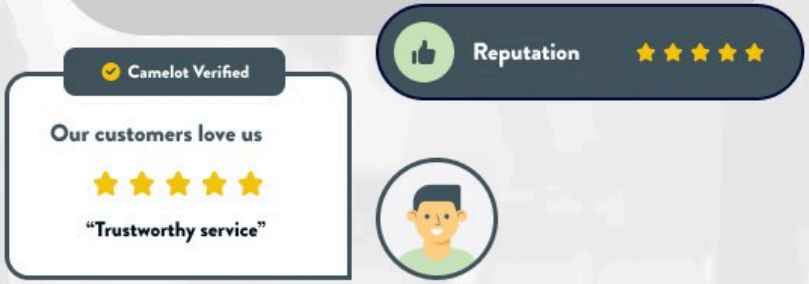
CAMELOT PRESENTS

The Law Of Customer Attraction





CAMELOT

DEREK CLARK

Founder CAMELOT

Hi, my name is Derek Clark. I've spent the last several years working in the trades, managing projects and running crews in the insulation industry, where we work hand-in-hand with Plumbers and HVAC companies every day. I know the long hours, the constant demand for quality work, and how much word-of-mouth and reputation means in this business.

> That experience led me to Camelot, a reputation platform designed specifically for hard-working service companies who want to stand out locally, earn trust fast, and bring in a steady flow of new customers.
>
> I've seen too many great contractors lose jobs to competitors simply because their online reputation didn't reflect the quality of their work. My goal is to fix that by helping you build a five-star reputation that keeps your schedule full and your phones ringing.

LET'S DIVE IN!



Through the years working with top businesses across the US, I often hear,

“We like to grow our business through word of mouth.”

I completely agree with this thought process. Word of mouth is insanely powerful. The only thing that’s more powerful than word of mouth is the Modern Day Word Of Mouth™!

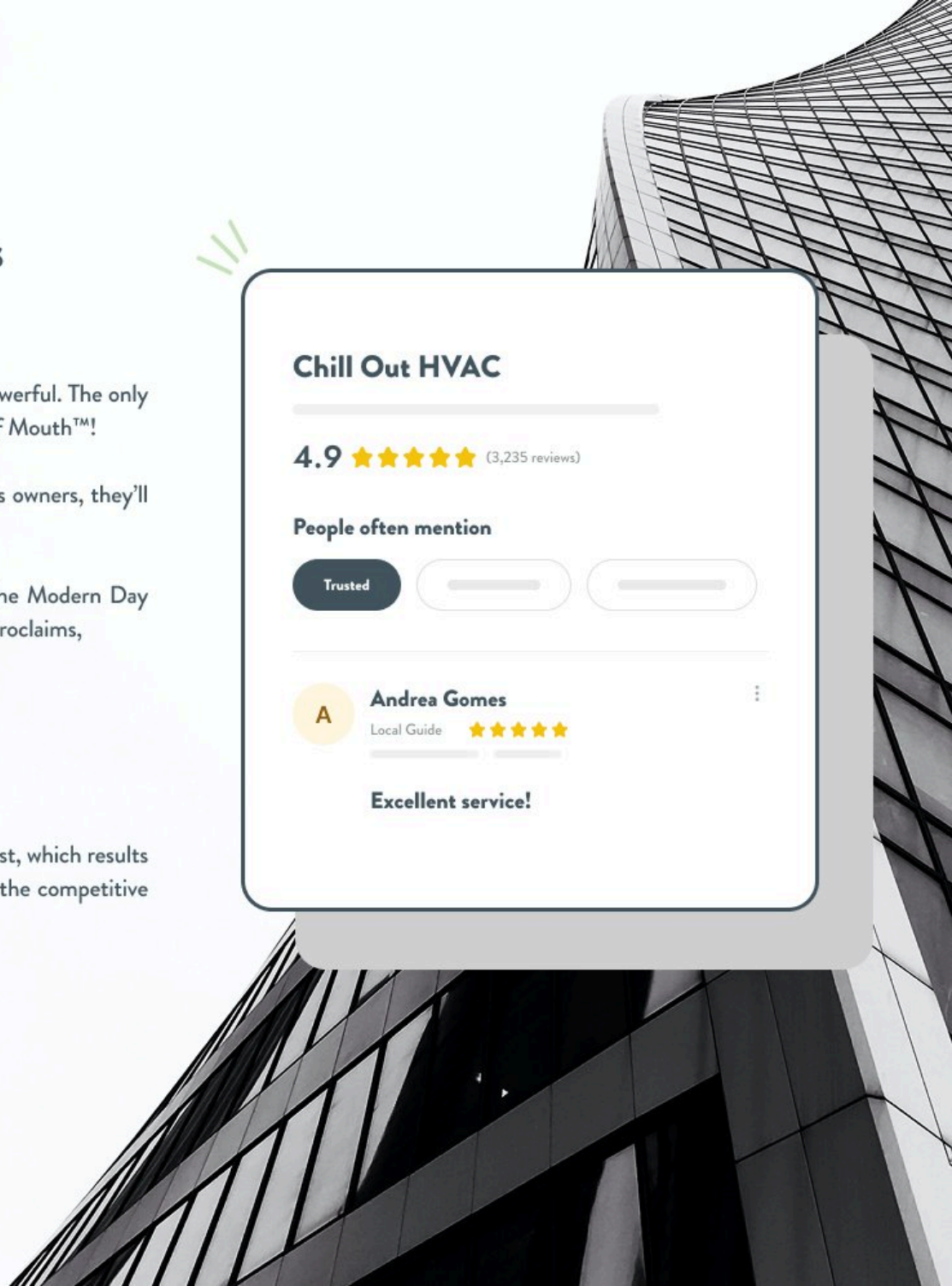
When I explain the concept of Modern Day Word Of Mouth™ to business owners, they’ll often look at me a bit puzzled, then it quickly makes sense...

Just think about it for a second. Having real customer online reviews is the Modern Day Word Of Mouth™. It’s like having a permanent, giant online billboard that proclaims,

“I’m the best local business!”

There’s nothing quite like it! Online reviews create powerful community trust, which results in quality new customers. It puts your business on a pedestal, and gives it the competitive edge it needs to thrive.





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Camelot Verified

Our customers love us



“

THE PATH TO SUCCESS IS TO TAKE MASSIVE, DETERMINE ACTION

—TONY ROBBINS

Author of Personal Power

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I've had the opportunity to work with many great coaches. Years ago a prominent business coach said to me,

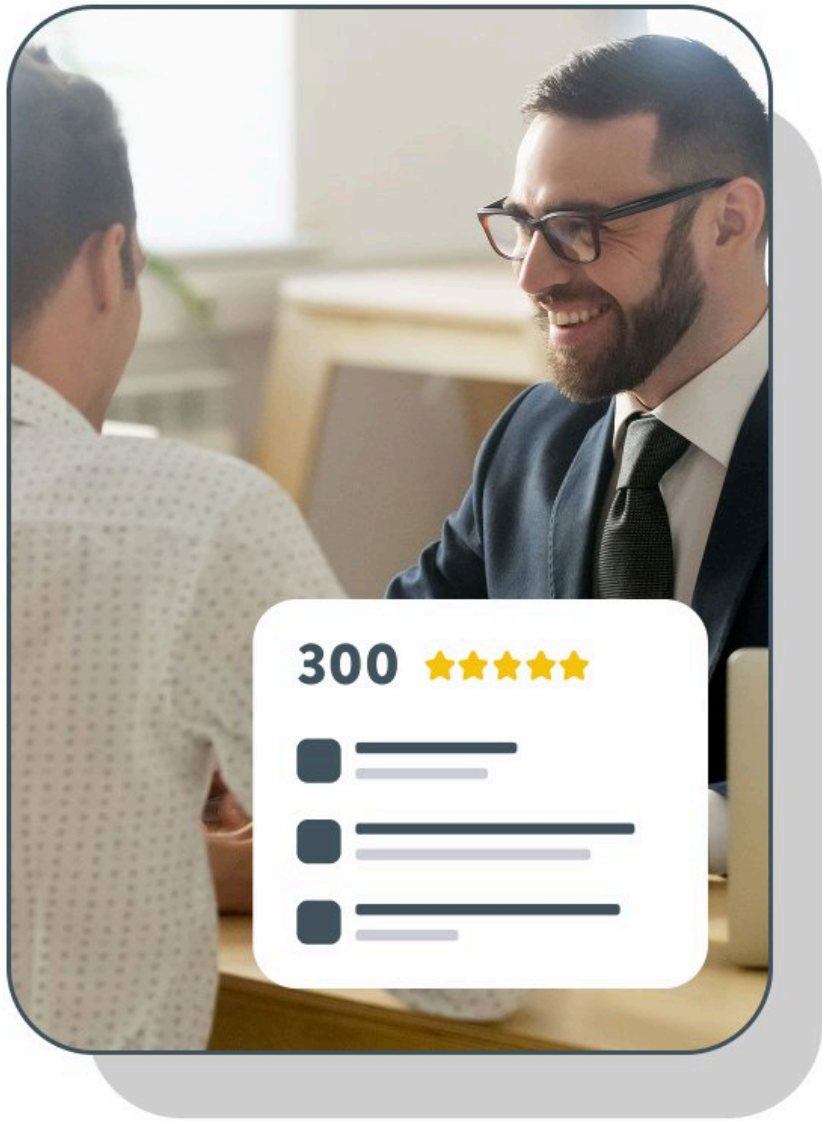
"You know, Derek, we've done a bunch of studies on our most profitable businesses, and we discovered that they all have one thing in common."

Anxious to learn what they'd uncovered, I said, "Tell me more!" He continued,

> **"They all had 300-or-more positive reviews online!"**

That's when I had my lightbulb moment. every business we work with we're going to help them achieve that goal;

WE'RE GOING TO ASSIST THEM IN GETTING 300 REVIEWS™!



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AWESOME! SO, LET'S GET 300 REVIEWS...

BUT HOW? WE'LL WALK YOU THROUGH IT:

01 FOCUS WHERE IT MATTERS

02 EVALUATE WHERE YOU STAND

03 SET THE GOAL: 300 REVIEWS

04 PROCESS MAKES PERFECT

05 FILTER OUT THE BAD APPLES

06 SHOWCASE REVIEWS EVERYWHERE

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01 Focus where it matters! GOOGLE

I've used this example many times. I could start a review website called **DerekReviews.com,** I could have 3,000 "5-star" reviews for your practice posted there and it wouldn't do you a bit of good! Why? Its simple: No one searches for HVAC businesses on **DerekReviews.com**

THEY SEARCH ON GOOGLE!

Many of the businesses we work with **have generated hundreds of great reviews** on obscure websites. It's like owning a big beautiful billboard in the middle of the desert with no traffic to drive by and see it.

DON'T WORRY, WE'LL GET YOU ON THE RIGHT TRACK ASAP.



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02

Evaluate where you STAND

One of the first things we do when onboarding a new business we're working with is simply doing a quick Google search, and evaluating how they look on Google. Many businesses are surprised to see that they have little-to-no reviews on Google.

Even worse, sometimes they have **NEGATIVE** reviews that have been keeping who knows how many customers from coming into their business for years!



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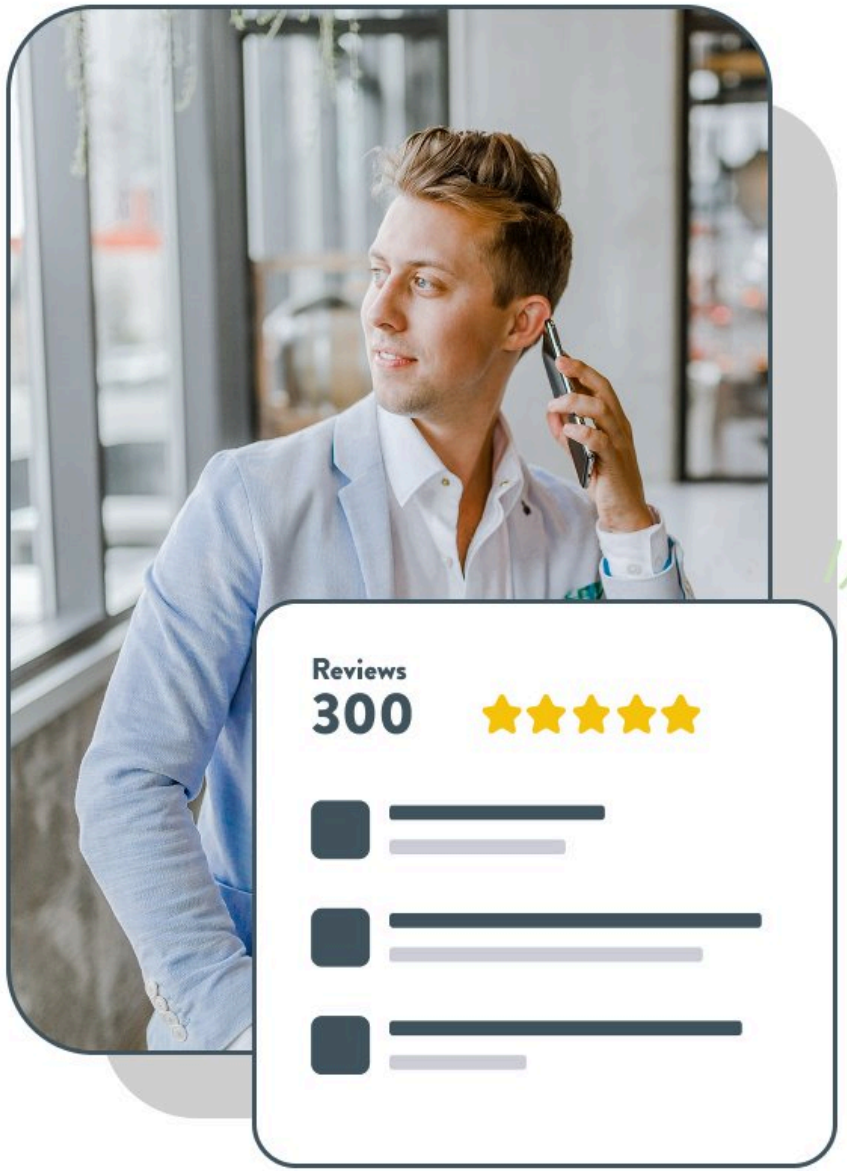
03

Set the GOAL

> **"If you want to live a happy life, tie it to a goal. Not to people or things."**

Go all-in on your business and get your team onboard with your vision! The achievement of this one goal will serve you for the rest of your career!

SET A GOAL TO GET 300 REVIEWS™ ON GOOGLE!



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04

Process makes PERFECT

Do you ever wonder how giant organizations such as McDonalds can operate all over the world and produce the same product billions of times—often, with employees that aren't very skilled? It's through processes that have been refined over time.

It's the same thing with obtaining 300 reviews on Google! Camelot has created a process that makes it easy for businesses to consistently generate Google reviews.

BOOK A GROWTH SESSION AT CAMELOTCX.COM AND WE'LL WALK YOU THROUGH OUR PROCESS!



Schedule a Growth Session at camelotcx.com

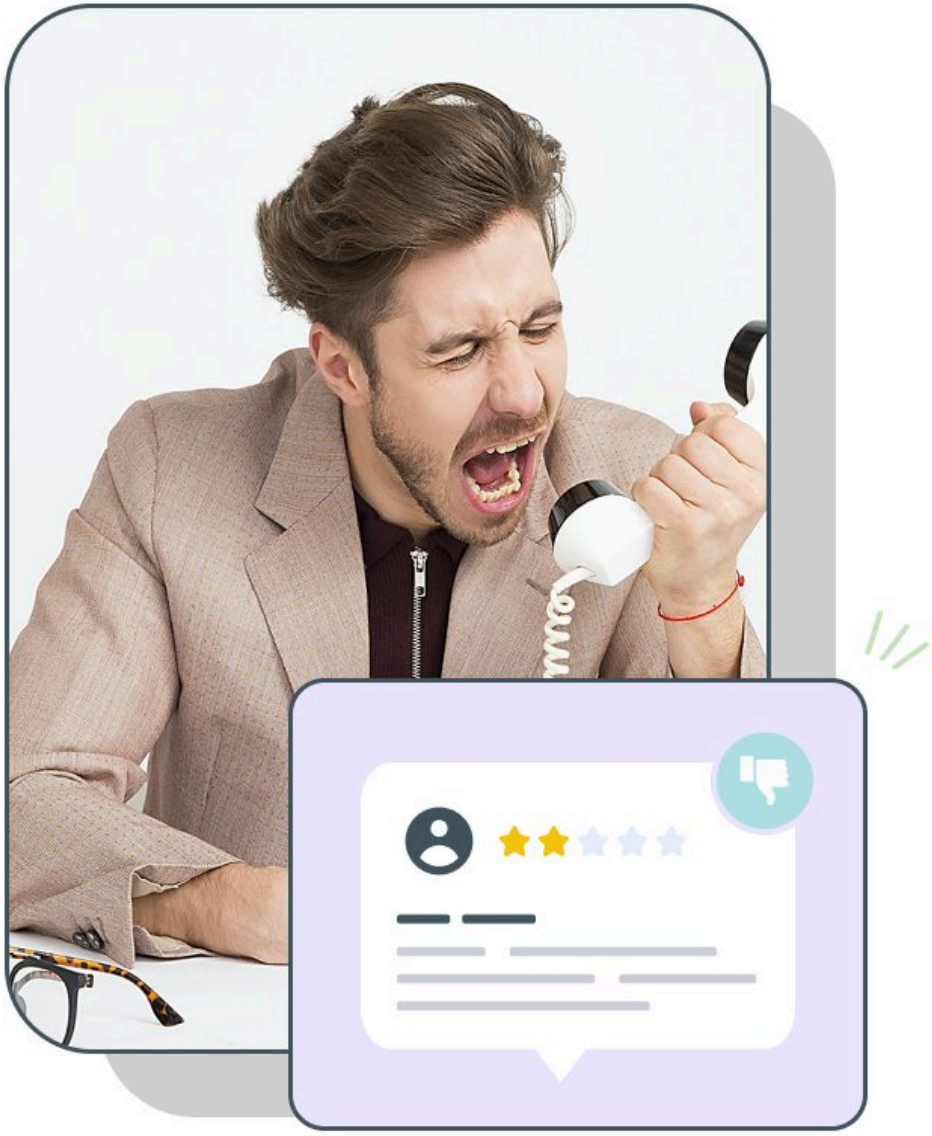
05

Filter out the BAD apples

Wait...what about the customers that we know will never be happy with any level of excellent service? You know, the ones that always complain and are always a bit crazy.

Make sure you've got a way to filter them out, and get their feedback privately instead of them going home and writing a negative review on their own.

If we're proactive, we can turn private negative feedback into positive experiences for our customers and learn a lot about our blind spots along the way!



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06

Showcase reviews EVERYWHERE!

Once we have all these awesome reviews, let's maximize them and bring them to life everywhere! Let's pepper them on our website, social media pages, and marketing materials for years to come!

This is called **"review marketing"** and those that are doing it correctly see a major increase in (RRI) Return on Review Investment™





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THE ULTIMATE REPUTATION CHECKLIST™

Complete This 9 Step Worksheet To Start Growing Your Business

Name:

Date:

01 GOOGLE YOURSELF

Would you choose you if you were searching for the best business in your area?

02 GOOGLE STAR RATING

What's your current star rating on Google?

03 NUMBER OF GOOGLE REVIEWS

How many reviews do you have in total on Google? How many do your top local competitors have?

04 DATE OF REVIEWS WRITTEN

When were these reviews written? No one wants to be the one that had great reviews all the way up until 2014... Customers will wonder what happened.

05 SET YOUR REVIEW GOAL

We recommend 300 Reviews™ on Google.

06 PROCESS MAKES PERFECT

Camelot has created a process that makes it easy for a business to build their Google reviews, schedule a Growth Session below.

07 FILTER OUT THE BAD APPLES

How can you make it easy for negative customers to leave you private feedback vs negative reviews?

08 MAXIMIZE YOUR REVIEWS

Where can we showcase your reviews? Your website, your social media? Your other marketing materials?

09 SCHEDULE A GROWTH SESSION WITH CAMELOT

Have you scheduled a free Growth Session with a Camelot Growth Specialist™? What day/time is it?

Schedule a Growth Session at camelotcx.com

NOTES

Schedule a Growth Session at camelotcx.com

Next STEPS

The value of giving this a quick skim and leaving it for later is ZERO! If you're serious about **attracting more customers** and taking charge of your business so you can be the most trusted and prosperous in your area, then getting Camelot is for you!

This will be the one thing you look back on and say, **"That was worth it!"** Click the button below and schedule a time to talk with a Growth Specialist today.

We Look Forward To Getting To Know You!

All the best,

DEREK CLARK

Founder CAMELOT



Schedule a Growth Session at camelotcx.com