

MODULE 7 LESSON NOTES

PRESENTING SOLUTIONS

CONNECT THE PROBLEM TO THE SOLUTION.

Discovery tells you why the prospect needs help. Presentation explains why American Marketing's Meta-first system is the logical starting point.

PRESENT THE DIAGNOSIS

Do not give the prospect a tour of every service. Use what you learned in discovery and connect the business problem directly to the recommendation.

- Referrals are inconsistent -> explain predictable customer acquisition.
- Past Meta failed -> explain targeting, messaging, conversion, and tracking.
- Leads are being lost -> explain why the full customer journey matters.

TARGETING + IDENTITY RESOLUTION

- Target people showing relevant buying intent, not random reach.
- Identity resolution helps improve audience relevance.
- Interest alone is not enough; ability to buy matters too.
- Keep the explanation simple: reach more of the right people.

THE MARKETING SCORE

The Marketing Score creates accountability after launch. It reviews campaign performance, targeting, messaging, conversion, reputation, website performance, customer friction, lead handling, and follow up.

START

Begin with focused Meta advertising.

EXECUTE

Launch and collect real performance data.

MEASURE

Use tracking and the Marketing Score.

SCALE

Increase Meta when the economics work.

EXPAND

Add SEO, YouTube, email, or other methods later.

VALUE + INVESTMENT

Value is not created by listing features. Help the owner understand the economics of solving the problem.

- What is an average customer worth?
- How much capacity does the business have?
- What would a more predictable flow of opportunities be worth?
- Recommend a sensible starting investment; do not automatically push the largest program.

THE STARTING SOLUTION

META FIRST

New clients currently start with Meta advertising through Facebook and Instagram. We focus on one system, execute it correctly, measure it, and improve it before expanding.

MESSAGING + CONVERSION

- The right audience still needs a reason to pay attention.
- Creative, positioning, and Know-Like-Trust-Useful all matter.
- Measure what happens after the click, call, or form submission.
- Do not drive more traffic into a system that is losing opportunities.

ASK FOR THE NEXT STEP

When the fit is right, ask clearly for the business. Do not keep talking because silence feels uncomfortable.

"Based on everything we discussed, I think this makes sense. Would you like to move forward?"

ASK. STOP TALKING. LISTEN.

KEY TAKEAWAY

YOU ASKED. YOU LISTENED. YOU DIAGNOSED. NOW RECOMMEND.

META FIRST. MEASURE. SCALE. EXPAND WHEN THE ECONOMICS JUSTIFY IT.