



14-DAY LAUNCH PLAN

The goal of this action plan is to provide step-by-step instructions for landing your first (or next) paying website client in as little as 14 days.

This process can be repeated over and over again so you can continue to take on more clients every month and scale your agency to 6 figures or more.

Should you find yourself not achieving the expected results, simply repeat the process. Persistence and commitment are key to unlocking continuous success and growth for your agency.

Justin Gerena



Welcome Message & Introduction

Objective: Learn about the philosophy of the SiteSwan Launch Plan and know what to expect from your next 14 days.



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**14-DAY
LAUNCH PLAN**

Introduction & Welcome!

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Pre-Launch Checklist

Before we dive in, make sure you've completed these essential steps:

- ☐ **Watch Our Training Videos:** Gain a solid understanding of our platform and the fundamentals of running a web design business.
- ☐ **Setup Your Marketing Website:** Customize your provided SiteSwan Marketing Website to showcase your agency.
- ☐ **Connect to Stripe:** Integrate Stripe.com for easy client billing through your SiteSwan dashboard.
- ☐ **Set Your Goals:** Define what success looks like for you and set realistic client acquisition targets.
- ☐ **Establish Your "Why":** Identify your motivation to keep you driven throughout this process.

Did you complete these items? Fantastic! Let's begin the next phase of your journey.



Social Outreach Phase

Objective: Utilize social media platforms to announce your web design agency and engage potential clients with an attractive offer.

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Social Outreach Phase

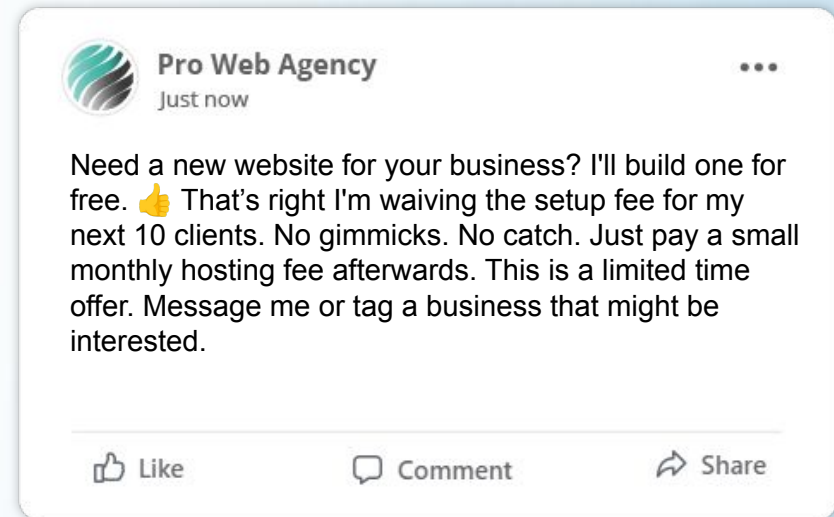
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What to Post on Your Personal Facebook Page (New Agencies):



What to Post on Your Personal Facebook Page (Established Agencies):



Where to Find Facebook Groups:

To find relevant Facebook groups, use the Facebook search bar at the top of the page. Type in keywords related to your target audience, such as "**[Your City] local businesses**", "**[Your City] business owners**", and "**business networking**." You can also search for more niche groups like "**[Your City] moms and dads**" or "**[Your City] parents**." Before joining, check the group's rules to ensure promotional posts are allowed.

Remember, when posting in groups, always ensure your message aligns with the group's guidelines and ethos. Some groups only allow you to promote your company on select days of the week or with approval. Engage respectfully and be prepared to answer any questions about your services. This approach not only helps in promoting your business but also in building valuable community relationships.



Day 1

Task 1: Post on your personal Facebook page to announce the launch of your web design agency. Include an offer to waive the setup fee for the first 10 clients.

Task 2: Search for and join 3 Facebook Groups for local business owners or your community to share your announcement.

Group #1: _____

Group #2: _____

Group #3: _____

Task 3: Share your announcement in each group offering to waive the setup fee for the first 10 clients.

"The secret of getting ahead is getting started."

- Mark Twain



Day 2

Task 1: Follow up with anyone who has engaged with your post and shown interest in your services.

Task 2: Identify and join 3 additional Facebook Groups to share your message.

Group #4: _____

Group #5: _____

Group #6: _____

Task 3: Share your announcement in each group offering to waive the setup fee for the first 10 clients.

"You can get "good enough" at almost anything in 20 hours of focused effort. The problem is, most people spend years delaying the first hour."

- Alex Hormozi

Warm Outreach Phase

Objective: Leverage your existing network of family, friends, and acquaintances to introduce your services and seek referrals.



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Warm Outreach Phase



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Warm Outreach Sample Sales Script:

Use this sales script on the phone, in email, via text or DM.



“👋 Hi [NAME].

I've recently launched my own web design agency and I was wondering if you know any business owners who might be interested in a new website?

I specialize in creating affordable websites for businesses that not only look good but perform well also.

I'm currently offering a special discount for new clients to help them get started. If you or anyone you know is interested, I'd love to chat more about what I can offer.”

Think about all the people you know who either **own a business** or who are **well-connected to business owners**. 🤔

- Family and friends
- Neighbors
- Co-workers
- Past employers
- Social networks
- Places you shop
- Kids' activities
- Services you used
- Alumni and classmates
- Former coaches
- Teammates
- Your spouse's friends



Day 3

Task 1: Create a list of 10 people you personally know who either own a business or are well-connected to business owners. Start with the people closest to you including family members and friends.

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Task 2: Reach out to the first 5 people on your list to introduce your services and ask if they know anyone who might be interested in a new website.

"If you fail to plan, you plan to fail. If you have no specific goals, you will get no specific results."

- David Cameron Gikandi & Bobby Doyle



Day 4

Task 1: Follow up with the 5 people you reached out to on Day 3 if you haven't heard back from them.

Task 2: Reach out to the remaining 5 people on your list from Day 3 with the same introduction and request for referrals.

"Smart work will never replace hard work, it only supplements it."

- Gary Vaynerchuk



Day 5

Task 1: Follow up with any of the second batch of 5 people if you haven't received a response from.

Task 2: Create a list of 5 new people who are either business owners or well-connected to business owners. Extend your thoughts to places you shop or visit on a regular basis like the gym, local restaurants, salons, stores, places where you bring your kids for activities, service providers you've utilized in the past, or even past employers.

1. _____
2. _____
3. _____
4. _____
5. _____

Task 3: Reach out to all 5 new people and ask if they know anyone who might be interested in your services.

"Goals are good for setting a direction, but systems are best for making progress."

- James Clear

Cold Outreach Phase

Objective: Prospect and connect with businesses across selected industries that could benefit from your services, starting with a compelling offer to create a free website mockup.



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Cold Outreach Phase



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How to Generate Leads:

Use SiteSwan's [Local Prospecting Tool](#) to search and find businesses in your area who need a website. Start by choosing an industry and location and click search. You'll generally find 3 types of opportunities:

1. **Businesses with NO website**
2. **Businesses with a BAD website** (Old, outdated, broken, ugly, not secure, not mobile responsive, etc.)
3. **Businesses that are UNHAPPY with their website** (Overpaying, bad service, poor results, etc.)



How to Contact Leads:

There are 3 primary ways to contact businesses. Try starting with an email or social media message, and then follow up with a phone call. Utilize all methods when applicable.



Phone - Cold call or text message



Email - Direct or via contact form on website

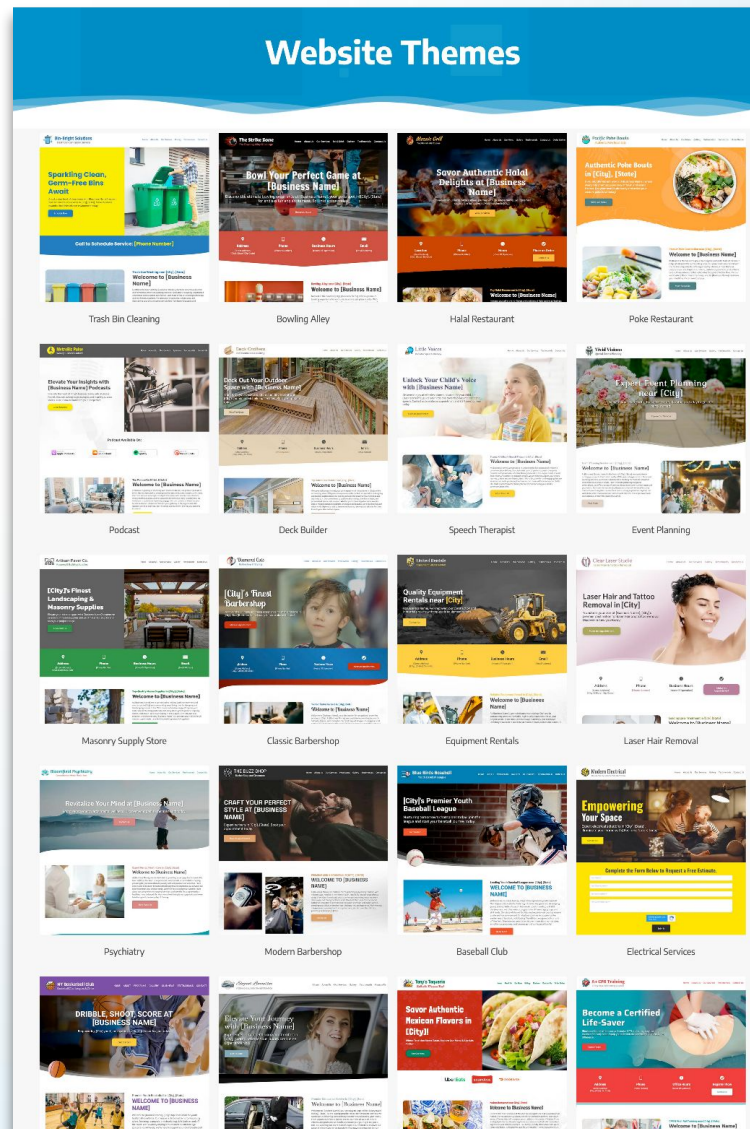


Social Media - Send direct message

Best Industries to Target

Refer to our extensive library of [Themes](#). We offer nearly 300 website themes for all different industries, and are always adding more. Uncover new opportunities to sell websites by utilizing our latest designs.

- ✓ Speech Therapists
- ✓ Masonry Supply Stores
- ✓ Golf Cart Rentals
- ✓ Bail Bonds Service
- ✓ Indoor Sports Complexes
- ✓ African Hair Braiding
- ✓ Private Investigators
- ✓ Auto Body & Collision Repair
- ✓ Hair & Beauty Salons
- ✓ Horse Riding Schools



- ✓ Welders
- ✓ Upholstery & Furniture
- ✓ Dryer Vent Cleaning
- ✓ Tattoo Parlors
- ✓ Dog Trainers
- ✓ Bagel Shops
- ✓ Handymen
- ✓ Campgrounds
- ✓ Pallet Suppliers
- ✓ Garage Door Repair

Cold Outreach Sample Email Template:

New Message — ↗ ✕

To

Cc Bcc

Subject

New website for [Business Name]

Hi,

My name is [Your Name] and I run a local web design agency. We're offering businesses like yours a brand new website for only \$499. I'd like to offer you a free mockup to show you what we're capable of and how your new website can look. There's no cost or obligation to see the initial design.

Is this something you'd be interested in?

Thanks,

[Your Name]

[Your Agency Name]

Send

▼

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⋮ 🗑️

Cold Outreach Sample Phone Sales Script:

Hello!

I'm not sure if you're the right person to talk to about this...

But my name is [Your Name] and I run a local web design agency. We're offering businesses like yours a brand new website for only \$499. I'd like to offer you a free mockup to show you what we're capable of and how your new website can look. There's no cost or obligation to see the initial design.

Are you the right person to speak to about this?

- A. **No, I'm not.** (Oh Ok, who would that person be?)
- B. **Yes, that's me.** (Perfect. Would you like to see a free mockup? As I mentioned, there is no cost or obligation to see the design.)
- C. **I'm not interested.** (I was afraid you were going to say that. I actually already built it. Can I send it to you anyway?...).



Day 6

Task 1: Choose 3 industries you want to target for your services. Very important: stick to our available [Themes](#) and our list of recommended industries to target.

Industry 1. _____

Industry 2. _____

Industry 3. _____

Task 2: Use the [Local Prospecting Tool](#) to create a list of 5 local businesses from each industry (total of 15 businesses) you believe could benefit from your services.

Industry 1

Industry 2

Industry 3

1. _____

1. _____

1. _____

2. _____

2. _____

2. _____

3. _____

3. _____

3. _____

4. _____

4. _____

4. _____

5. _____

5. _____

5. _____

Task 3: Reach out to all 15 businesses with an introduction to your services and the offer to build a free mockup of their new website with no cost or obligation.

"Doubt kills more dreams than failure ever will."
- Suzy Kassem



Day 7

Task 1: Follow up with businesses from Day 6 that you haven't heard back from.

Task 2: Create a new list of 15 businesses (5 from each of your selected industries) using the [Local Prospecting Tool](#) and prepare your outreach.

Industry 1

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 2

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 3

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Task 3: Reach out to the new list of 15 businesses with your free mockup offer.

"The faster you do the hard things you avoid, the faster you get the good things you want."

- Leilah Hormozi



Day 8

Task 1: Follow up with businesses from Day 7 that you haven't heard back from.

Task 2: Create a new list of 15 businesses (5 from each of your selected industries) using the [Local Prospecting Tool](#) and prepare your outreach.

Industry 1

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 2

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 3

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Task 3: Reach out to the new list of 15 businesses with your free mockup offer.

"You miss 100 percent of the shots you don't take."

- Wayne Gretzky



Day 9

Task 1: Follow up with businesses from Day 8 that haven't responded.

Task 2: Create a new list of 15 businesses (5 from each of your selected industries) using the [Local Prospecting Tool](#) and prepare your outreach.

Industry 1

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 2

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 3

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Task 3: Reach out to the new list of 15 businesses with your free mockup offer.

*"When you want to succeed, as badly as you want to breathe,
then you will be successful."*

- Dan Martell



Day 10

Task 1: Follow up with businesses from Day 9 that haven't responded.

Task 2: Create a new list of 15 businesses (5 from each of your selected industries) using the [Local Prospecting Tool](#) and prepare your outreach.

Industry 1

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 2

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 3

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Task 3: Reach out to the new list of 15 businesses with your free mockup offer.

"I find that the harder I work, the more luck I seem to have."

- Thomas Jefferson



Day 11

Task 1: Follow up with businesses from Day 10 that haven't responded.

Task 2: Create a new list of 15 businesses (5 from each of your selected industries) using the [Local Prospecting Tool](#) and prepare your outreach.

Industry 1

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 2

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 3

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Task 3: Reach out to the new list of 15 businesses with your free mockup offer.

"Do not be embarrassed by your failures, learn from them and start again."

- Richard Branson



Day 12

Task 1: Follow up with businesses from Day 11 that haven't responded.

Task 2: Create a new list of 15 businesses (5 from each of your selected industries) using the [Local Prospecting Tool](#) and prepare your outreach.

Industry 1

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 2

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 3

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Task 3: Reach out to the new list of 15 businesses with your free mockup offer.

"You should be far more concerned with your current trajectory than with your current results."

- James Clear



Day 13

Task 1: Follow up with businesses from Day 12 that haven't responded.

Task 2: Create a new list of 15 businesses (5 from each of your selected industries) using the [Local Prospecting Tool](#) and prepare your outreach.

Industry 1

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 2

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 3

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Task 3: Reach out to the new list of 15 businesses with your free mockup offer.

"The best time to plant a tree was 20 years ago. The second best time is now."

- Chinese Proverb



Day 14

Task 1: Follow up with businesses from Day 13 that haven't responded.

Task 2: Create a new list of 15 businesses (5 from each of your selected industries) using the [Local Prospecting Tool](#) and prepare your outreach.

Industry 1

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 2

1. _____
2. _____
3. _____
4. _____
5. _____

Industry 3

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Task 3: Reach out to the new list of 15 businesses with your free mockup offer.

"Build your own dreams, or someone else will hire you to build theirs."

- Farrah Gray

Evaluate and Repeat

Objective: Take a step back and assess how things went. This involves looking at both the quantitative and qualitative outcomes of your efforts.



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Evaluate & Repeat



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Evaluate and Repeat

- **Evaluate Your Actions:** Assess the effectiveness of your outreach. Identify what worked, where improvements are needed, and the results of your efforts.

Notes: _____

- **Refine Your Strategy:** Update your approach using gained insights. Determine if certain communication methods or industries were more responsive, and identify new target areas.
- **Repeat the Process:** Continue the cycle, focusing on the strategies that yielded the best results. Consistently evaluating and refining your approach will help you adapt to changing market needs and sustain your business growth.

Share your results and feedback! 😊 We want to hear what strategies worked best for you and how many sites you sold. Tell us about your experience: info@siteswan.com