

Talking Points

Street Cred – Who is Greta?

1. GRA est in 2012. Entering into 7th year of business.
2. Global clients.
3. Has created over $2.5 MM in sales.
4. Author, *How to Manage Your Own Website*
5. Columbia U. Grad School of Journalism, repeat guest lecturer.

Problem

1. **Universal need** for support – can’t do this by yourself
2. **Need expert advice you can trust** – who do you call?
3. Individual solutions for individual topics (Instagram Stories)… but no one to help with “it all”. **You need one resource** to handle all of your online digital issues.
4. Search results give you too many options – how do you know what’s best?
5. Technology changes too fast – how do you keep up?
6. Managing time – how can you do everything? Impossible to do anything well (and maintain your actual job). You waste so much time & money (and sanity) trying to figure it out yourself.
7. Fall behind – trends and tips move fast, how do you know what’s current?
8. It’s always harder than it should be – something that should be easy sends you down horrible rabbit holes, making you crazy, stressed, overwhelmed.

Solution

1. GPS warns you of important news, trends, technology updates
2. GPS is available to answer your questions within 24 hours (even faster for Pro +)
3. GPS provides the step-by-step instructions, in writing and in video, which you can store and use any time, taking out the wasted time guessing or searching for answers. Saves MONEY & TIME & SANITY.
4. GPS is expert advice you can trust – I’ve vetted all the options, and deliver the best ones
5. GPS provides a human trusted advocate, so you can reduce stress and anxiety… maybe even add in some joy and inspiration
6. GPS provides the bare necessity – so your bases are covered. It’s like insurance. THEN, if you want more, you can access education, training, information. But, first and foremost, your needs are covered. This is essential to know.
7. GPS arms you with knowledge, security, power, a killer advantage against your competition.

QUESTIONS:

1. Do you have a website for your business? What platform do you use (WordPress, Shopify, etc)?
2. Who is responsible for managing your website?
3. Do they also manage your SEO, Google Analytics, Google Search Console and Google My Business?
4. Who is responsible for managing your digital marketing (social media, blog, email marketing)?
5. If you don’t outsource the above completely, would you benefit from having a trusted expert to provide instruction, information, support and helpful tips and insider tricks?

PRICE:

1. GPS is extremely cost effective.
2. It dramatically saves you money and time.
3. You can get 2 MONTHS FREE when you select annual pricing

COMPARE VALUE: You save thousands of dollars with GPS!

*The Agency (Greta Rose Agency) charges $250 per hour for consultations (2 hour minimum), and projects start at $15K. Managing online reputations start at $45K. …..*

GPS is an affordable way of receiving expert advice. It simply requires:

1. You are in the driver’s seat – you do the work, we provide instruction & directions.
2. You have a website, and some basic understanding of terms.
3. You understand your business and have specific goals in mind (even if ambiguous).

GPS is not for everyone:

1. If you don’t have a website, or don’t know what your business does.
2. We are not a business development coach or therapist.
3. We don’t perform the work for you. We tell you what to do.
4. We don’t build websites or create projects (come visit GRA for that).