

# “SEPTIC SUCCESS: NO COST TIPS TO ELEVATE YOUR ONLINE PRESENCE”



**Onsite** | 2024  
Spokane, WA  
**Wastewater  
Mega-Conference**

Celebrating Tomorrow's Environment  
Clean Water for the Future



Disclaimer: This information is for educational purposes only and does not necessarily reflect the views or opinions of NOWRA.

PRESENTED BY SCOTT ANDREASEN

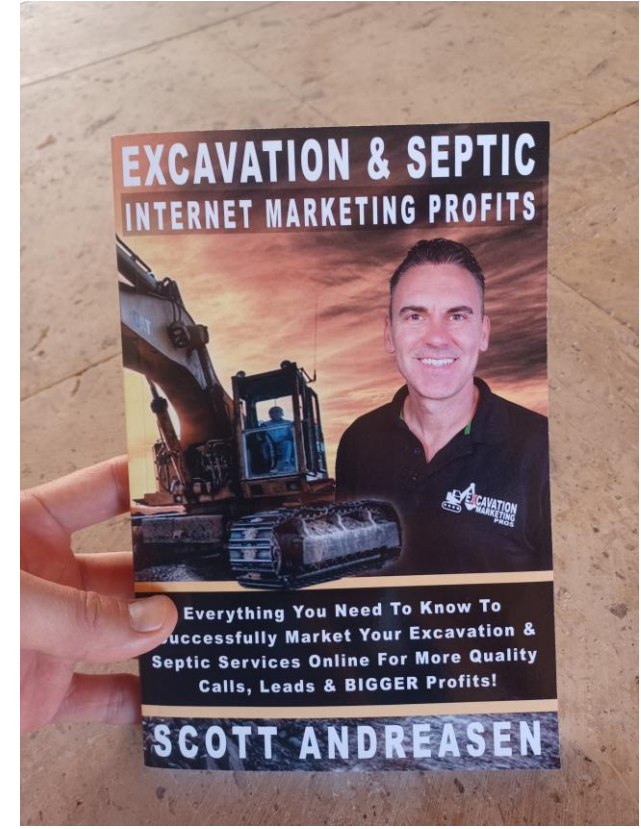
# GET YOUR FREE RESOURCES & THESE **SLIDES** USING THIS QR CODE.

<https://bit.ly/NOWRA24>



**Onsite | 2024**  
**Wastewater**  
**Mega-Conference**  
Spokane, WA  
Celebrating Tomorrow's Environment  
Clean Water for the Future

NOWRA   NAVT   KOHA   OWA



Disclaimer: This information is for educational purposes only and does not necessarily reflect the views or opinions of NOWRA.

**HERE WE GO!**

# **WHAT ARE THE CHALLENGES SEPTIC BUSINESS OWNERS FACE WHEN IT COMES TO SALES?**

- **MANY SEPTIC BUSINESSES ARE REFERRAL BASED, W.O.M. BUSINESSES**
- **WORKING IN HYPER-COMPETITIVE LOCAL MARKETS**
- **NO UNIQUE SELLING POINT OVER COMPETITORS**
- **BUYING SHARED LEADS FROM PROVIDERS RESULTS IN CAN RESULT IN BIDDING WAR TO LOWER PRICES**
- **MANY CONFUSING MARKETING OPTIONS**

# THIS **LEADS TO:**

- **AN INCONSISTENT SALES CYCLE**
- **EQUIPMENT SITTING**
- **GAPS IN SCHEDULED WORK**
- **LAYING OFF WORKERS**
- **NO BUSINESS GROWTH**
- **A LOT OF STRESS**





YOU'LL LEARN SOME OF THE  
SAME METHODS &  
FRAMEWORKS IN THE MINUTES  
TO COME THAT ARE PRODUCING  
THESE KINDS OF RESULTS.

Sales Pipeline Revenue

Sales Pipe

Rockridg  
Toledo, V

Q Se



Marketing

Automation

Sites

Total  
\$1.54M

Total  
\$433.18K

Total revenue  
\$437.28K

\$300K \$40

***AND WHILE IT'S NOT POSSIBLE FOR  
ME TO TEACH YOU **EVERYTHING IN  
OUR SHORT TIME TOGETHER...*****



***I DO BELIEVE WITH THESE SAME  
TOOLS & FRAMEWORKS THAT I SHARE  
WITH YOU TODAY...***

***YOU'LL SEE TANGIBLE RESULTS FOR  
YOUR BUSINESS IN A MATTER OF  
DAYS & WEEKS, NOT MONTHS AND  
YEARS***

***SO HERE'S WHAT YOU'LL LEARN  
TODAY:***

**HOW TO DRIVE QUALITY LEADS &  
SALES FOR YOUR BUSINESS WITHOUT  
*BEING TECHY, SPENDING A LOT OF  
TIME OR WASTING YOUR HARD-  
EARNED MONEY.***

**AND THE MAIN FOCUS TODAY  
IS GOING TO BE CENTERED  
AROUND FREE & FAST THINGS  
YOU CAN DO TO DRIVE SALES**



**I'M GOING  
TO  
PULL BACK  
THE  
CURTAIN**

# ***AND REVEAL TO YOU:***

- **HOW TO GENERATE HIGH QUALITY LEADS FOR YOUR BUSINESS FROM TOTAL STRANGERS**
- **WHERE TO GO, WHAT TO DO, WHAT TO SAY**
- **SO YOU CAN COPY N' PASTE THIS OVER FOR YOUR BUSINESS**

***AND SO MY PLEDGE TO YOU IS THIS: BY THE  
END OF OUR SHORT SESSION...***

- **YOU'LL HAVE MULTIPLE, NEW & ACTIONABLE WAYS TO DRIVE LEADS & SALES FOR YOUR SEPTIC BUSINESS AT NO COST**
- **YOU WON'T NEED TO BE TECHY**
- **SOME OF THESE TASKS YOU CAN DO IMMEDIATELY TO START SEEING RESULTS NOW.**

**AND I KNOW THAT'S**  
**A BOLD PROMISE**



**SO I WANT YOU TO HOLD ME  
ACCOUNTABLE...**

**BECAUSE AT THE END I'M  
GOING TO ASK YOU IF  
I DELIVERED ON MY PROMISE**

IF YOU DO GET  
VALUE, AT THE END  
OF THIS **GIVE A**  
**LOUD “WOO HOO!”**  
**SO NOWRA KNOWS**  
**IT!**



**AND IF I DON'T DELIVER, YOU  
CAN JUST GIVE ME A BIG...**



**STINK EYE**

**IS THAT FAIR ENOUGH?**

**AWESOME, SO LET'S BEGIN!**

**FOR SEPTIC BUSINESSES WE'VE  
FOUND THE MOST SUCCESS  
USING META & GOOGLE.**



**AND CHANCES ARE...**

**YOU'VE TRIED ONE OR BOTH OF  
THESE PLATFORMS **IN THE PAST**  
**AND FAILED.****



# **USUALLY THIS IS DUE TO ONE OF THESE REASONS:**

- **WRONG SET UP**
- **WRONG APPROACH**
- **NOT PERSISTENT ENOUGH**
- **DIDN'T HAVE THE RIGHT SALES PROCESS TO  
GO ALONG WITH IT**

**SO TODAY I'M JUST GOING TO  
GIVE YOU SOME SHORTCUTS TO  
DRIVING LEADS & SALES FOR  
YOUR BUSINESS**

**YOU WILL LEARN THE EXACT  
FRAMEWORKS, WHAT TO DO,  
WHERE TO GO & WHAT TO SAY...**

**BUT FOR THIS TO WORK THERE  
IS ONE REQUIREMENT FOR  
YOUR SUCCESS**

**AND THAT IS TO TAKE ACTION**

**BECAUSE I CAN GIVE YOU THE  
BEST FRAMEWORKS & PROVEN  
SYSTEMS TO GENERATE HIGH  
QUALITY LEADS & SALES FOR  
YOUR BUSINESS**

**BUT NO ACTION = NO RESULTS**

SO BEFORE  
THE ACT  
AUDIENC  
LOUD "V

WOO  
HOO!

LL ALL  
THE  
VES A  
THE

1



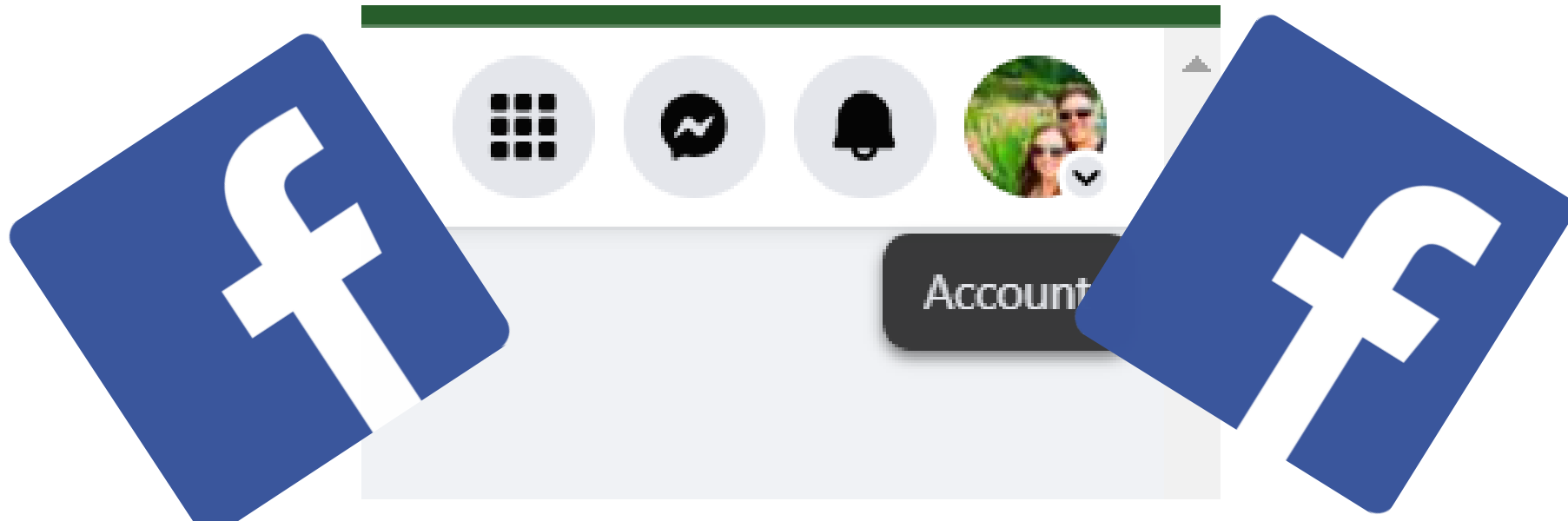




**NOW LET'S GET YOU SOME  
QUICK LEADS & SALES WITH:**



**WE'LL START OFF VERY BASIC  
ON: HOW TO USE YOUR  
PERSONAL PROFILE TO DRIVE  
LEADS & MAKE SALES**



# SO WHY YOUR PERSONAL PROFILE & NOT BUSINESS PAGE?

- This method I show you works well with your personal profile.
- Personal profiles get more reach starting out than a business page
- This won't be technical
- It's free and fast to do
- And this method works right now!



# PREREQUISITES/SACRIFICES:

- CLEAN UP YOUR PERSONAL PROFILE
- VIEW FACEBOOK AS *YOUR NEW BUSINESS TOOL* & **NOT JUST A PLACE WHERE YOU POST GOOFY MEMES WITH YOUR FRIENDS**





Search Facebook



COVER IMAGE REALLY DOESN'T  
SHOW WHAT HE DOES

NO PROFILE  
PIC



M [redacted]

103 friends

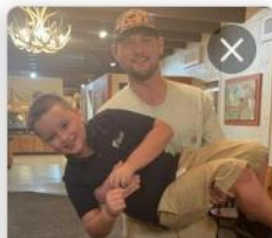
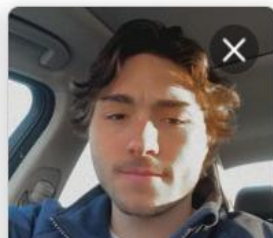
Add friend

Message



People You May Know

See all



Call or message for all your land management needs Dr. Dirt LLC

# PRO TIPS: **THINGS TO KEEP IN MIND**

- **PROSPECTS WILL LOOK YOU UP TO SEE IF YOU PASS THE *“SAFE & RESPONSIBLE”* TEST.**
  - **SAFE PERSONAL POSTS YOU CAN KEEP MIGHT INCLUDE:**
    - **FAMILY TIME**
    - **FITNESS**
    - **YOUR WORK**
    - **FOR BEST RESULTS, THINK “G RATING”**



# PRO TIPS (BEST TO AVOID)

- PICS OF DRINKING
- PUBLIC RANTS
- POLITICS
- PROFANITY
- VULGAR TOPICS
- OFF COLOR HUMOR



**OKAY NOW YOUR PERSONAL  
PROFILE IS READY...  
LET'S USE THE "MAGIC  
MARKETPLACE METHOD" *TO  
GENERATE LEADS & SALES FOR  
YOUR BUSINESS***







**\$1**  
Septic system  
Lexington, NC



**\$7,500**  
New septic system  
Hickory, NC



**\$100**  
Septic systems for sale  
Inman, SC



**\$1,234**  
Septic pump business for sale...Owner retiring  
Kernersville, NC




**\$629**  
Septic Tanks  
Pikeville, KY



**\$2,250** ~~\$2,500~~  
2022 Chamber or stander leach line  
Rock Hill, SC



**\$90,000** ~~\$95,000~~   
2013 Freightliner septic tank pump truck  
Canton, NC



**\$1,234**  
Septic installing business for sale..Owner retiring  
Kernersville, NC



**\$7,000**  
Septic System Install for sale  
Asheboro, NC









**\$3,000**  
Septic Tanks And Drainline  
Pageland, SC

When you hide listings from members, you can crosspost to groups.

### List in your groups

You can list in up to 20 groups.

-  Excavators Dozers and Related To Earth Moving Equipment  
143.7K members
-  Mini excavators  
86.2K members
-  Lake Chapala Rentals  
10.2K members · Private
-  Southern Loggers Help Wanted & Forestry (logging & trucking)  
12.6K members · Public
-  Logging Equipment  
71.8K members · Public
-  New & Used: Septic/Vacuum/Dumper Trucks

**GIVE SIMPLE ONE LINE DESCRIPTION WITH BASIC DETAILS**

**CLICK PUBLISH**

Previous

Publish

**AND THAT'S IT!**

**CAN YOU DO THAT?**

**IF YOU CAN DO THIS, LET ME  
SEE YOUR HANDS?**

**IF YOU ARE ALREADY USING  
THIS METHOD LET ME SEE YOUR  
HANDS**

# LETS RECAP

## WHAT YOU JUST DID:

1. YOU POSTED A SEPTIC SYSTEM FOR SALE IN MARKETPLACE
2. YOU PUT THE TARGET CITY WHERE YOU WANT TO SELL
3. YOU CLICKED PUBLISH

# THAT ONE'S QUICK & EASY WAY TO SELL SEPTIC SYSTEMS

## HERE'S WHY IT WORKS:

- MARKETPLACE ALREADY GETS A TON OF LOCAL TRAFFIC
- PEOPLE ARE IN A SHOPPER MINDSET
- PEOPLE HAVE ALREADY TRAINED THEMSELVES TO GO THERE FOR SEPTIC PRODUCTS AND SERVICES





# WHAT TO WATCH OUT FOR...

- **FACEBOOK DOESN'T WANT CONTRACTORS POSTING SERVICES.**
- **SO AVOID USING TERMS LIKE “REPAIR, INSTALL, HIRE ME” OR YOUR POSTS WILL GET REJECTED.**

YOU  
LET'  
USE A  
"TH



REAT!  
H &  
ALLED  
RU



# SO WHAT IS “**THE SEPTIC GROUP GURU METHOD?**”

- A WAY TO ESTABLISH YOURSELF & BUSINESS AS THE LOCAL SEPTIC EXPERTS
- LOCAL PROSPECTS WILL SEARCH & FIND YOUR GROUP SEEKING SEPTIC ADVICE FROM EXPERTS
- **HERE'S THE THING:** SINCE YOU'RE GOING TO BE THE ADMIN OF THE GROUP- **YOU'RE THE EXPERT!**
- YOU CAN CONTINUALLY MARKET TO THESE PEOPLE IN YOUR GROUP





**Betty Jones**

Top contributor

I have a question

I have a 2700sf home I need a new aerobic system put in

It's a 5 bedroom 3 bath

5 people

What size tank would I need?... See



1



Like



Comment



View more answers



**Luke Snyder** Top contributor

Hello Betty. Who said you have to use aerobic?

That is largely a false claim.

You might not be able to use a true conventional but there is almost always an

**A NEW LEAD!**

# WHY DOES “THE GROUP EXPERT METHOD WORK?”



- ***PEOPLE WANT EXPERT ADVICE*** & TYPICALLY DO RESEARCH BEFORE MAKING A MAJOR PURCHASE
- ***PEOPLE HAVE TRAINED THEMSELVES*** TO GO ON FACEBOOK AND LOOK TO “GROUPS” FOR ADVICE
- SO BY LETTING THEM DO THEIR OWN RESEARCH AND ASK QUESTIONS IN YOUR GROUP **YOU GET TO PLAY THE ROLE OF TEACHER** & ESTABLISH YOURSELF AS THE **EXPERT NOT AS A SALES PERSON.**
- THAT’S A BIG MINDSET SHIFT IN THE SALES PROCESS

# HERE'S THE FACEBOOK **GROUP** **EXPERT FRAMEWORK**

- **STEP 1: CREATE YOUR OWN GROUP**
- **SCHEDULE ADVICE POSTS**
- **ACCEPT NEW MEMBERS**
- **ANSWER THEIR QUESTIONS**



# EXAMPLES OF **WHAT TO POST**

- **FAQS**
- **Posts of your work and what you did**
- **Live stream videos on the job**
- **Helpful Blog Posts**





Groups > Create group

## Create group



Scott Andreasen  
Admin

Group name

or Hillsborough & Pinellas County Florida



Choose Privacy  
Private

To protect the privacy of group members, you can't change to public. [Learn more](#)



Hide group  
Visible

Invite friends (optional)

Suggested: [Ron Nussbaum](#), [Tom Reber](#), [Aiden Silvers](#)

Create

Add your friends and family to make it less lonely

PICK A NAME THAT CALLS OUT YOUR TARGET SERVICE AREAS

Desktop Pre



## Septic Advice For Hillsborough & Pinellas County Florida

Private group · 1 member

About Posts Members Events



What's on your mind?

Photo/video

Tag people

Feeling/activity

About

Private

Only members can see who's in the group



**BY A QUICK SHOW OF HANDS,  
DO YOU THINK COULD YOU DO  
THAT TOO!?**

**BY A QUICK SHOW OF HANDS,  
HOW MANY OF YOU ARE  
ALREADY DOING THIS?**

# HOW WILL YOU **MARKET YOUR GROUP?**

- **ADD IT TO YOUR WEBSITE- “JOIN OUR FREE SEPTIC ADVICE GROUP”**
- **ADD TO FACEBOOK BUSINESS PAGE PROFILE**
- **ADD IT TO YOUR PERSONAL FB PROFILE IN THE “BIO SECTION”**
- **ADD IT TO YOUR GOOGLE BUSINESS LISTING**
- **SEND IT TO YOUR EMAIL LIST**
- **DIRECT MAILERS**



**CONGRATS GUYS! YOU'RE  
REALLY ON A ROLL...**

**LET'S KEEP GOING,  
AND SHIFT GEARS**

# HOW TO GET SEPTIC CUSTOMERS **USING GOOGLE:**



**WE'LL FOCUS ON ONE ASPECT OF  
GOOGLE:  
YOUR G.B.P.**



# GOOGLE BUSINESS PROFILE

- Formerly known as Google+, then “Places”, then “Maps” – NOW IT’S G.B.P
- It’s the most popular way people search for local businesses on Google







 Add photos



See outside

# Complete E...ptic Services LLC

**YOUR REVIEWS & STAR  
RATING ARE HERE – STUDIES  
SHOW THESE HELP SELL YOUR  
NEXT CUSTOMER**

Website

Directions

Call

5.0  117 Google reviews

Septic system service in Isle La Motte, Vermont

# IMPORTANT THING TO KEEP IN MIND

- **YOUR ONLINE REVIEWS MATTER, THINK OF THESE LIKE A LONG-TERM ASSET**
  - **98% OF PEOPLE READ THE REVIEWS.**
  - **79% TRUST THEM AS MUCH AS PERSONAL RECOMMENDATIONS.**
  - **88% ARE MORE LIKELY TO USE A BUSINESS WHO RESPONDS TO BOTH NEGATIVE & POSITIVE REVIEWS**
  - **BUSINESSES THAT RESPOND TO THEIR REVIEWS ARE 1.7X MORE TRUSTWORTHY THAN THOSE WHO DON'T – GOO**







 Add photos

# Dyer, Inc.

Website

Save

4.8  64 Google reviews

 You manage this Business Profile 

• **HOW ABOUT NOW?**

**PRO TIP:**  
**GRAB YOUR CUSTOMER LIST**  
**FROM QUICK BOOKS**



# SEND THIS MESSAGE BY SMS USING **YOUR GOOGLE REVIEW LINK**

HI {{CONTACT.FIRST\_NAME}} THANKS FOR BEING A CUSTOMER OF {{YOUR.COMPANY.NAME}}. MAY I PLEASE SEND YOU A LINK TO LEAVE A REVIEW FOR OUR BUSINESS ON GOOGLE? THANK YOU SO MUCH, {{YOUR.NAME}}



**MANY WILL RESPOND BACK: SURE!**

*THEN YOU REPLY BACK:* “THANK  
YOU SO MUCH, HERE YOU GO  
[GOOGLE REVIEW LINK]





**THAT ONE MESSAGE  
YIELDED A 2033.33%  
RETURN ON 5 STAR  
REVIEWS IN 60 DAYS**

**ER**

Dye

Website

1.0 ★★

Hours:

Phone:

[Edit your business information](#)

[Suggest an edit](#)



**THAT ONE MESSAGE  
YIELDED A 368% RETURN  
ON 5 STAR REVIEWS IN 60  
DAYS**

Comple  
LLC

Website

5.0 ★★★★★

Septic system service in Isle La Motte, Vermont

Website

Directions

Save

Share





# HERE'S HOW YOU DO IT

chrome web store

Search extensions and themes

Extensions

Themes

Excavation Marketing Pros



## GatherUp Google Review Link Generator

Featured 4.7 ★ (30 ratings)

Extension

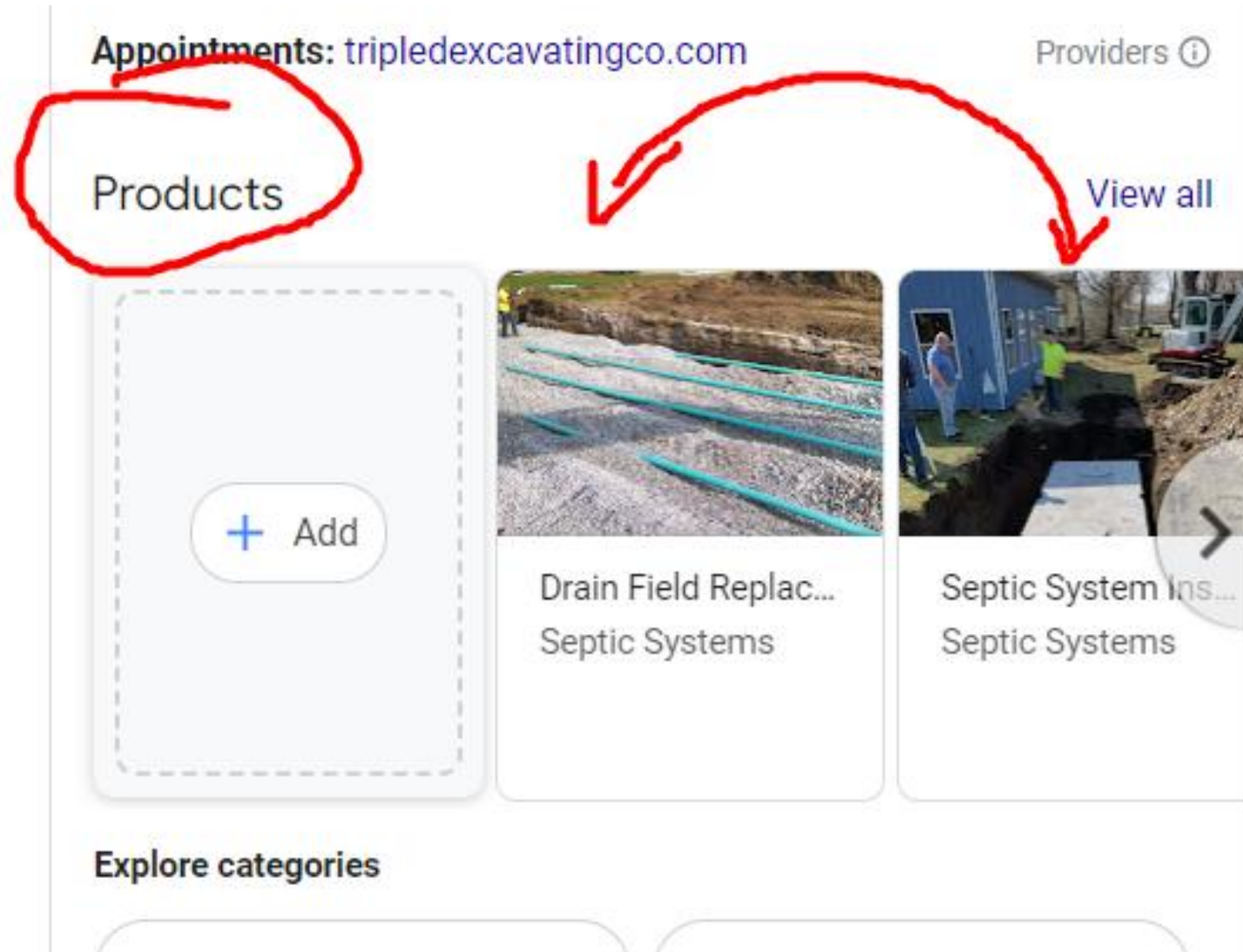
Accessibility

20,000 users


**TEXT MESSAGES TOO USING SOME AFFORDABLE ONLINE TOOLS TOO**





# NEXT PRO TIP: ADD PRODUCT CARDS TO YOUR GBP **PROMOTING YOUR SERVICES**



# POST REGULAR UPDATES TO YOUR **G.B.P** TO OPTIMIZE IT

 **Dyer, Inc.**  
on Google

 Add update



**Comprehensive Guide to Septic...**  
Aug 7, 2024  
[Learn more](#)

**Everything You Need to Know About Septic Tank Inspection Services, and Cleaning...**  
Aug 1, 2024  
[Learn more](#)



# LINK YOUR SOCIAL PROFILES



Choosing the Best Septic...

Aug 27, 2024

[Learn more](#)



Erosion Control Near...

Aug 19, 2024

[Learn more](#)

Profiles



Instagram



LinkedIn



Facebook



# MAKE SURE YOU HAVE A FULL GREEN CIRCLE



Your business on Google



1,028 customer interactions

Profile Strength



Looks good!



Edit profile



Read reviews



Photos



Performance



Advertise



Edit products



Edit services



Bookings



Q & A



Add update



Ask for review...



**YOU LEARNED SOME EASY &  
FAST WAYS TO GET QUICK WINS  
ON FACEBOOK & GOOGLE**



**THAT SHOULD BE ENOUGH TO  
GET YOU STARTED!**

**I ENJOYED GETTING TO SHARE  
THIS WITH YOU!**



DID YOU GET **VALUE?**



OR

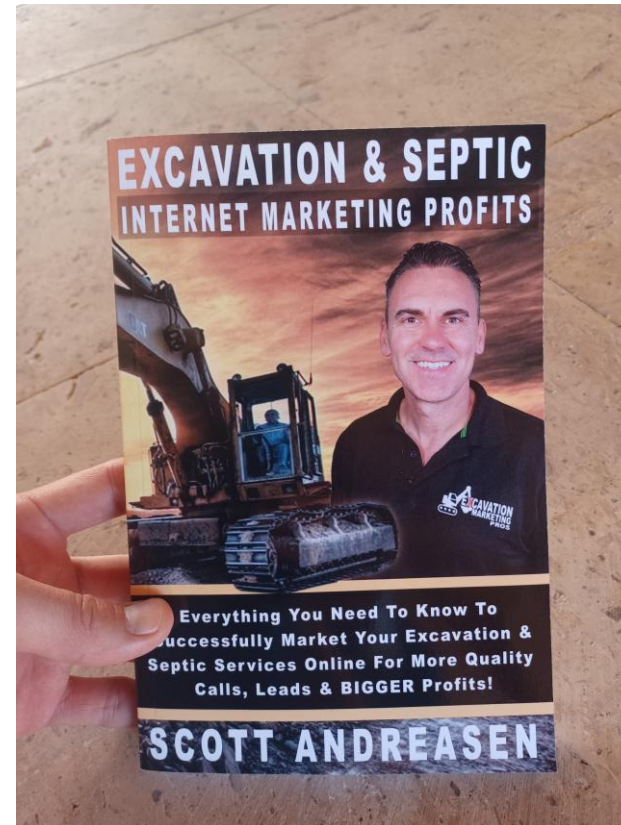
***STINK EYE***





# GET YOUR FREE RESOURCES & THESE **SLIDES** USING THIS QR CODE.

<https://bit.ly/NOWRA24>



Disclaimer: This information is for educational purposes only and does not necessarily reflect the views or opinions of NOWRA.