Lesson 4 · The Products - The Work That Repeats

Social Media Management, Advertising Management and AI Automation. The services that turn one sale into a monthly relationship.

When you finish this lesson you can

- Describe each recurring service and what the customer actually receives each month.
- Explain the difference between an advertising management fee and ad spend, without being asked twice.
- Recognise when a business is ready for automation and when it is not.

The points worth remembering

- **Social Media Management tiers?**
  $450 one platform three posts a week; $850 two platforms five a week each; $1,500 three or more platforms daily.
- **What are you really selling with social media?**
  Consistency. The owner knows he should post and is not going to.
- **Advertising Management tiers?**
  $500 one platform; $900 two platforms; $1,500 multi-platform with dedicated landing pages. All management fees.
- **What must you always say about advertising pricing?**
  That it is the management fee. Ad spend is separate, it is the customer's money, and he sets it.
- **What does AI Automation start at?**
  $500 for an individual workflow, beginning with a discovery call to map the workflow.
- **When is a business ready for automation?**
  When something happens often enough to be boring and the owner can describe it.
- **Where do recurring services actually get sold?**
  In the review conversation two or three months after the first job - how are we doing, what else can we do for you.
- **When are you paid again?**
  Every time a client of yours takes on another service, and again when they re-sign.

Lesson 4 · check yourself

Circle one. The answer is printed underneath, so this is only worth doing honestly.

1. An owner hears $500 a month for advertising management. What must he understand before he signs?

a) That results take ninety days.

b) That the $500 is the management fee and ad spend is separate and his own. ✔

c) That he can cancel any time.

Why: Say it before he asks, every time. Letting him assume otherwise creates an argument in month two that is entirely your fault.

2. A customer describes a repetitive job and asks exactly how the automation would work.

a) Design it on the spot so he can picture it.

b) Write down what he described and book the discovery call. ✔

c) Tell him it will save him ten hours a week.

Why: Do not design in front of the customer and do not promise a specific behaviour or a time saving. The discovery call exists for this.

3. When is the best moment to sell social media management?

a) On the first call, bundled with the website.

b) In the review conversation two or three months after the first job. ✔

c) When the customer asks for it.

Why: You get the account, then you go back and ask what else you can do. That conversation is most of the revenue in this business.

4. Which of these may you say when selling social media?

a) We will grow your following.

b) You will post consistently every week without having to think about it. ✔

c) This will bring in more customers.

Why: Describe the work delivered, not the result achieved. Consistency is what is actually being bought.

Lesson 4 · work to do away from the screen

Handwritten. It is slower on purpose.

Write the advertising fee-versus-spend explanation in your own words. Two sentences, no jargon.

List three repetitive jobs you have watched a small business owner do by hand.

Write the four questions you would ask in a three-month review call.