

IRRESISTIBLE

AT A GLANCE — Your Complete Digital Growth System

THE PROBLEM

You are invisible online. Your customers are searching — and finding your competitors.

Cost: ~R28,000/month in lost revenue (500 searches × 70% top-3 clicks × 20% call rate × 50% conversion × R800 avg)

THE SOLUTION

1. BECOME FINDABLE	2. BUILD CREDIBILITY	3. DRIVE ACTION
Claim Google Business Profile Show up in searches Where intent lives	Collect reviews Post real work Respond fast Look trustworthy	Clear CTAs WhatsApp instant Quote fast Close professionally

THE PLATFORMS — Pick 2-3. Master Them.

GOOGLE BUSINESS PROFILE EVERY business. Your foundation. Free. 2 hrs setup.	FACEBOOK Consumer businesses. 26M S Africans. Community groups = gold.
INSTAGRAM Visual businesses. Food, beauty, home improvement. Reels = reach.	WHATSAPP BUSINESS EVERY business. 96% usage. Catalogue + instant quotes.
LINKEDIN B2B services. Consultants, accountants, agencies. Authority building.	TIKTOK Younger audiences. Trades, food, fitness. Short video = discovery.

CONTENT RULE

Every post does ONE job: Attract (30%) | Build Trust (40%) | Drive Action (30%)

The 70/30 Rule: 70% value and trust-building. 30% direct selling.

THE 90-DAY ROADMAP

DAYS 1-30 FOUNDATION	DAYS 31-60 ACCELERATION	DAYS 61-90 DOMINATION
• Claim GBP • Setup social • 10-20 reviews • Daily posting • Join groups	• 30+ reviews • Systematic asks • Video/Reels • Track enquiries • Content consistency	• Top 3 ranking • 40+ reviews • Predictable flow • Referral system • First ads (optional)

THE FIVE NUMBERS — Track These Weekly

1. ENQUIRIES: How many found you online? Target: 5+/week	2. RESPONSE TIME: How fast do you reply? Target: <15 min
3. CONVERSION RATE: Enquiries → customers. Target: 30%+	4. REVENUE BY SOURCE: Which platform brings the money?
5. COST PER ACQUISITION: Marketing spend ÷ new customers. Target: <10% of sale	

WEEKLY ROUTINE — Total: 2.5 Hours

Monday	Plan content, gather photos	30 min
Tue-Thu	Post daily, respond to messages	20 min/day
Friday	Review insights, groups, review requests	20 min
Saturday	Light community engagement	10 min
Sunday	Plan upcoming week	15 min

30-DAY SPRINT — Start Here. Start Now.

Week 1: SET UP → Week 2: POST → Week 3: ENGAGE → Week 4: REVIEW & REFINE

Total time: ~35 hours over 30 days. Less than 5 hours per week.

12 MISTAKES TO AVOID

1. Waiting to be "ready" | 2. Being on every platform | 3. Ignoring Google | 4. Fake reviews | 5. Posting without purpose | 6. Invisible in community | 7. Billboard social media | 8. Slow responses | 9. Inconsistent branding | 10. Ignoring negative feedback | 11. Wrong metrics | 12. Giving up too soon

SOUTH AFRICAN REALITIES

Load shedding → communicate hours | High data costs → mobile-friendly content | Trust everything → reviews beat polish | EFT preferred → multiple payment options | Community-driven → local groups matter | Language diversity → post in local languages | Taxi strikes → update customers | SA holidays → plan content calendar

YOUR COMMITMENT

I, _____, commit to becoming visible, credible, and irresistible online.

Starting Date: _____ | Signature: _____ | Business: _____

By Cybert MD

For the complete 30-day plan, templates, and tracking sheets, see IRRESISTIBLE: THE JOURNAL