FRAN MURAD

2026 EDITION

EXECUTION MANUAL

Local clients with Google Maps

The method to find businesses in your area with an online presence that could be better, offer them a concrete improvement and turn them into monthly clients.

WRITTEN BY

Fran Murad

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This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

Questions, corrections or suggestions: write to contactofranmurad@gmail.com or on Instagram, @frann.murad.

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INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it, and the only tool you need to get started.

Open Google Maps, search “hair salon” in your neighborhood and look at the results. Some listings have good photos, opening hours, hundreds of reviews and a website. Others have a blurry photo, empty hours and three reviews from years ago. Behind each of those weak listings is a business that's losing customers, and it probably doesn't know it.

This book teaches you to turn that observation into work. You'll learn to use Google Maps as a list of potential clients, to spot in a few minutes what each business is missing, to offer them a concrete improvement and to sustain that relationship with a monthly retainer.

You don't need followers or advertising. The businesses are on the map, with name, address and phone number. What you need is a method to choose well, look with judgment and talk to them about their problem clearly.

Who it's for

For freelancers and small agencies who build websites, handle social media, design or marketing and want steady clients nearby. For people starting out who need a concrete market. And for anyone who wants to offer a “local presence” service to shops and professionals in their city.

If you've read *Your First Clients*, this book is its specialization: the same prospecting circuit, applied to a specific market with a specific tool.

What you'll have when you finish

- [ ] An area and a type of business chosen with judgment, not at random.
- [ ] A method to audit a Google listing in three minutes and note what's missing.
- [ ] A prospecting spreadsheet with real businesses and their concrete opportunity.
- [ ] A three-tier local presence offer with a monthly retainer.
- [ ] A one-page report, built with AI's help, to show each business what it's missing.
- [ ] Messages and a visit script for first contact.
- [ ] A procedure to optimize a listing and an honest system to get reviews.
- [ ] A simple monthly report that justifies the retainer.

How it's organized

Part I is learning to look: why local businesses, how to choose area and type of business, and how to read a listing.

Part II is selling: the offer, the report, the contact and the meeting.

Part III is delivering and staying: the optimization, the reviews, the monthly retainer and how to grow in your area.

At the end there are four appendices: the prospecting spreadsheet, the messages, the audit checklist and the sources.

An important note

Google decides how it ranks Maps results, and nobody can guarantee a position. According to its own documentation, local results are based mainly on **relevance, distance and prominence**. A complete, active listing helps Google understand the business and helps people choose it, but there are no

shortcuts or tricks that secure first place. This book won't sell you any, and I'll ask you not to sell them to your clients either.

It also doesn't guarantee that you'll get clients or income: that depends on your area, your offer and how many businesses you contact.

> **BEFORE YOU TURN THE PAGE**
>
> Open Google Maps on your computer. Search three different types of business in your neighborhood or city (“vet”, “gym”, “accountant” or whichever you like). In each search, count how many of the first ten results have empty hours, fewer than ten reviews or no photos of their own. Write down the three numbers: you'll use them in chapter 2.

THE OPPORTUNITY

01

Why businesses in your area

Local businesses have a visible problem, an accessible owner and a need that repeats every month. It's an ideal market to start in and to stay in.

Most people look for nearby businesses on their phone: “locksmith near me”, “pizza open now”, “dentist in [neighborhood]”. What shows up in that search is often the business's first impression. And many businesses have never looked at it.

Three advantages of this market

The problem is visible from the outside. You don't need the owner to tell you what's wrong: you can see their listing, photos, reviews and website (or lack of one) before talking to them. You arrive with a diagnosis, not a generic question.

The owner is accessible. In a large company you have to get past receptionists and marketing departments. In a hair salon, a vet or an accounting firm, the decision-maker is usually right there, or one message away.

The need repeats. A listing isn't optimized once and done: new photos need uploading, hours need updating for holidays, reviews need answering, news needs posting. That's the basis of a monthly retainer, which is what turns a job into steady income.

What hurts a local business

When you talk to an owner, don't talk about “local SEO” or “digital presence”. Talk about what matters to them:

WHAT YOU SEE IN THE LISTING	WHAT HAPPENS TO THE BUSINESS
Empty or outdated hours	People show up and find it closed, or don't come because they don't know if it's open
Few or very old reviews	Customers choose the one next door, which has more recent opinions
Unanswered negative reviews	Whoever reads the complaint sees nobody took responsibility
Blurry photos or customer photos only	The place looks more neglected than it is
No website or booking link	The interested person has no way to take the next step, and calls someone else
Wrong category	It doesn't show up when people search for what it does

Each row is a possible conversation. In chapter 3 you'll learn to spot them in minutes.

What this work isn't

- [ ] It isn't promising “first place on Google”. Nobody can promise that.
- [ ] It isn't buying reviews or offering discounts in exchange for reviews: Google's policies prohibit it and it can get the listing restricted.
- [ ] It isn't creating fake listings or made-up addresses to “take up more space” on the map.

- [ ] It isn't collecting Maps data automatically with scraping software: Google's terms of service prohibit it. Your list is built by looking, one by one.

All of that exists and someone will offer it to you. It works for a while and then it does damage, to the business and to your reputation. The method in this book is slower and sustainable: doing the basics well, which almost nobody does.

The service you'll sell

Throughout the book we'll build an offer I call **local presence**. It has three components:

- **The listing:** completing and optimizing the business's Google Business Profile.
- **The destination:** a simple website or booking page the listing can lead to.
- **The maintenance:** photos, updates, review replies and a monthly report.

If you already know how to build websites, you have half the service. If not, you can start with just the listing and the maintenance, and add the website later (the book *Your First Website with AI* teaches you how to build it).

TRANSLATE TECHNICAL PROBLEMS INTO BUSINESS PROBLEMS AI

I'm going to offer local presence services to **type of business** businesses in **city**.
Here's a list of problems I see in their Google listings:
for example: empty hours, few reviews, no photos, no website

For each problem, write in one line what it means for the business, in a business owner's language (no words like SEO, ranking or engagement). Then write an opening sentence to talk to an owner about the most important problem, without exaggerating or promising results.

YOUR TASK FOR THIS CHAPTER

Do the ten-result test for three types of business in your area. Write the numbers in a table. Pick the one with the most opportunity and write your decision: *"I'm going to work with [type] in [area]"*.

WHAT YOU TAKE AWAY FROM THIS CHAPTER

- Start with an area you can walk around.
- Choose niches that people search on Maps, with valuable customers, many locations and weak listings.
- The ten-result test tells you if there's an opportunity.
- A single niche to start: specific messages and cases you can reuse.