

# Inourced Marketing Blueprint

12-Week Curriculum Preview · Train My Team

## Stop renting your marketing. Train your team to own it.

Twelve weeks. Twelve modules. Four phases that take your in-house team from scattered marketing tactics to a documented system they run without an agency.

### PHASE 01

#### Foundation

Clarify what you sell and who you serve.

### PHASE 02

#### Build

Install the channels that produce leads.

### PHASE 03

#### Amplify

Pour fuel on what's already working.

### PHASE 04

#### Own

Make the system run without you.

### PHASE 01 · FOUNDATION

1

#### Know Your Business & Offer

Lock in your core offer, value prop, and edge.

2

#### Define Your Ideal Customer

Build the profile of your best — and only — buyer.

### PHASE 02 · BUILD

3

#### Website That Converts

Turn the site into a lead machine, not a brochure.

4

#### Local SEO & Google Business Profile

Show up first in your service area.

5

#### Content Strategy & Blogging

A content engine that feeds SEO and authority.

6

#### Email Marketing & Automation

Sequences that nurture, follow up, and reactivate.

7

#### Social Media System

A repeatable posting rhythm you can actually keep.

### WHAT EVERY WEEK INCLUDES



#### Live coaching session

90 minutes with Chris, recorded for your team.



#### Templates & SOPs

Fill-in-the-blank docs your team keeps forever.



#### Weekly assignment

Real work applied to your business, not theory.



#### Accountability review

We check the work before moving to the next week.

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Phases 03-04 · Amplify & Own

## PHASE 03 · AMPLIFY

- 8 Paid Ads — Google & Meta**  
Targeted campaigns that amplify organic wins.
- 9 CRMs, Tools & AI for Your Business**  
The right stack — plus AI that does the busywork.
- 10 Measure, Report & Optimize**  
Dashboards so you always know what's working.

## PHASE 04 · OWN

- 11 Get Cited by AI (GEO/AEO)**  
Become the answer AI tools recommend.
- 12 Your 90-Day Marketing Plan & Team SOPs**  
A written plan your team runs without you.

## WHO THIS PROGRAM IS BUILT FOR

- Home service businesses doing \$1M+ who are tired of agency retainers.
- Owners with at least one team member who can own marketing execution.
- Teams that can commit ~3 focused hours per week for 12 weeks.

## PROGRAM AT A GLANCE

|                              |                                   |                          |
|------------------------------|-----------------------------------|--------------------------|
| LENGTH                       | FORMAT                            | COMMITMENT               |
| <b>12 weeks · 12 modules</b> | <b>Live coaching + recordings</b> | <b>~3 hours per week</b> |
| DELIVERED BY                 | OUTCOME                           | NEXT STEP                |
| <b>Chris Heidlebaugh</b>     | <b>In-house marketing system</b>  | <b>\$497 audit first</b> |

### START HERE

## Begin with the \$497 Digital Marketing Audit

Before training starts, we look at where you actually stand: rankings, Google Business Profile, website conversion, reviews, and AI visibility. You get a recorded walkthrough and a roadmap — no logins required. It's the fastest way to see if the 12-week program is the right next step.

[digitalmarketingcoach.com/audit/start](https://digitalmarketingcoach.com/audit/start)

Questions? [hello@digitalmarketingcoach.com](mailto:hello@digitalmarketingcoach.com)