

# Low And No-Cost Marketing: 90 Leads In 90 Days With Cheryl Hajjar

*Sisters*  
WHO SCALE

*The NO BS Cleaning  
Business Coach*



# Cheryl Hajjar

**Low And No-Cost  
Marketing: 90 Leads  
In 90 Days**

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WHO SCALE

## Little Bit About Me



# The Struggle for Service Industry Owners

- ✓ Inconsistency of leads make you pay for ads
- ✓ Don't Know Who Your Ideal Client Is
- ✓ Rely on word-of-mouth referrals
- ✓ Trapped in day to day operations with no time

# Why Service Industry Owners Struggle with Lead Generation?



## *Reactive Approach*

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- ✗ When business slows down → panic sets in
- ✗ Scramble to find clients through any means possible
  - ✗ You get busy with new clients
- ✗ Stop all marketing efforts because you're overwhelmed
  - ✗ Clients drop off & you struggle to keep staff busy

# Why Service Industry Businesses Struggle with Lead Generation?

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## ***Inconsistent Presence***

 NO visibility

 FAIL to create brand awareness

## ***Don't Know How to Stand Out***

 A boring logo

 Generic content

# 3-Pillar Organic Lead Generation System

1

## Strategic Visibility

- 👉 Where your ideal clients spend their time
- 👉 Creating a consistent presence in those specific locations
- 👉 Delivering value as a helpful resource



***Who here feels invisible online? Like you're yelling into the void?***



# 3-Pillar Organic Lead Generation System

2

## Authority Positioning

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Creating YOUR story that highlights your unique approach



Highlight specialized knowledge beyond basic skills



“The Specialist Approach”- solve specific problems

***Example: Roof Cleaning Experts***

# 3-Pillar Organic Lead Generation System

3

## Conversion Systems

👉 Clear pathways for clients to choose your company

👉 Follow-up and book estimate immediately

👉 Fast quote turnaround or service appointment



***How Many of You Turn Quotes Around in Less than 24hrs?***



A	B	C	D	E
Georgetown	Groveland	West Newbury	Merrimac	Rowley
Georgetown Ma News( anytime )	Citizens of Groveland, Ma( post anytime)	West Newbury People( Wednesday c	Merrimac REAL Town Talk(anytime)	Rowley Rant
Georgetown Talk	You Know Your From Groveland When Groveland Town Crier		Merrimack Valley Women in Business(anytime)	Rowley Ramblings( anytime )
			Merrimack Valley Businesses helping Businesses	Rowley Area Business Directory
			Local Businesses of Northern MA and Southern NH	
			Merrimack MA Bulliten Board	
			Merrimac Squaks	
			Merrimac Town Talk	
			Merrimac,Groveland,W. Newbury, Plaistow Events	
<b>Towns close to each other:</b> Georgetown, Groveland			BOXFORD	Salisbury (JUNK & PW ONLY )
Haverhill, Methuen, Plaistow, Atkinson NH			Welcome to Boxford	Salisbury Speaks
Andover, North Andover, North Reading		ATKINSON, NH	Tri-Town Parents	Salisbury Talks "the original"
Salem NH, Windham, NH		Atkinson NH Small Business Marketplace		Salisbury Talks
Rowley, West Newbury		Atkinson NH Business Advertising		Salisbury Talks Small Businesses
Amesbury, Merrimack				Salisbury Beach, Ma.
<b>STEP 1</b>				
<b>MONDAY ONLY GROUPS</b>				
Haverhill MA INFO 411				
Rowley Talks				
Methuen Networks				
<b>SATURDAY ONLY GROUPS</b>				
Merrimac Moms & Dads		Nice People of Newburyport ( Saturday only )		
Nice PPI of Newburyport				
The Groveland Mom and Dads group ? MB				
<b>1x PER MONTH</b>				
Newburyport Moms		The Real Haverhill 411( post 1x per month )		
City of Methuen Counsel Group		NH Moms( 1x per month)		
Nice ppl of Georgetown (1xmonth)		Andover Mums 2.0		
City of Methuen Community Group				

- the towns you service
- the community groups in each town
- which days you're allowed to post

# STEP 2

## Expert Post

🥰 A Newburyport Historical Stunner 🥰 ... See more



**Andover Women in Business**  
Cheryl Hajjar · Jul 11, 2024 · 🧑‍🤝‍🧑

!House Wash Spotlight! 🗣️ 🗣️

🥰 A Newburyport Historical Stunner 🥰

🤯 Noted as the Famous Waldo Peirce House, this immense colonial was built in 1753, before the American Revolutionary war and it has 7 working fireplaces!

🎨 Waldo Peirce was a famous American artist and a good friend to Hemingway who frequented the house often.

👉 The current owners who loved the home, will be selling shortly and wanted to give it the curb appeal it deserves before it transfers to new owners

💙 Brite Power Wash was honored to do the project and went in full force with a team of 4 this past weekend cleaning the roof, wood siding and shingles, fences, brick pool deck and cobblestone courtyard in the back. All original features of the home....

🙏 A quite exquisite project that came out insanely great and the owners were thrilled!!

🤔 Have a historical home you need washed but don't just want to call anyone?

And rightly so!

You need a team of power washing professionals who understand the value of delivering a job well done and are equipped with both the knowledge and the right equipment to complete a project like this to perfection.....

# Best Massachusetts Companies

# STEP 2

## Brand Recognition

MAIDBRITE CLEANING



Maid Brite  
We Sparkle. You Live.

FOX

25

NEWS

Sunday August 13th

@ 11:30am

Boston 25 - Fox Network



Andover Women in Business

Cheryl Hajjar · Aug 10, 2023 · 📷

🥳 Hi Maid Brite and Brite Power Wash family !!!

We have some very cool and exciting news for you...

🎉 Maid Brite Cleaning and Brite Power Wash are going to be featured on Fox 25, recognizing us amongst the ✨ BEST MASSACHUSETTS COMPANIES!!! ✨

We are so proud of how far we have come as a part of such a warm, welcoming community. 😊😊

And of course, none of our achievements would be possible without all of our amazing clients and staff, who make every day such a gift! 🎁

👉 As a family-owned and run local business, we know our efforts represent so much more than clean houses inside and out - they represent community spirit, commitment and belief in what is possible for each and every one of us.

We know that this segment will inspire you to believe your dreams can absolutely come true (with a dash of perspiration, and a whole lot of inspiration! 🙌)

So.. tune in on Sunday August 13th 11.30am to hear all about us and our journey so far.

See you soon!

👉 For more details on cleaning services, and enquiries call us or visit our website

978.321.0554

maidbrite.cleaning

# STEP 2

## Human Connection

MEET THE  OF MAID BRITE



**Andover Women in Business**

Cheryl Hajjar · Nov 6 · 📍

🌟 Meet the Heart of Maid Brite! 💖

We're 🐎 moms, 👤 daughters, 🤝 neighbors, and 🌟 dreamers who love helping families breathe easier in their homes 🏠💨

We started right here in the Merrimack Valley 📍 nearly 20 years ago — one 🧹 mop, one 💭 dream, one 💖 client at a time.

When you book with us, you're not just getting a 🌟 clean home 🌟🧼🪣

You're helping real women build real futures 💪👩

You're investing in 💖 local jobs, 👤 local families, and 🌈 local dreams.

🧽 So whether you're looking for a one-time move-out clean 🚚 or recurring service 📅, we've got you covered! 🙌

📞 How to Contact Us:

🌐 [maidbrite.cleaning](http://maidbrite.cleaning) – for a 💬 free quote

📞 (978) 321-0554 – for questions or quick booking

💖 #LocallyOwned #HouseCleaning #AndoverMA #NorthAndoverMA #GeorgetownMA #MethuenMA #GrovelandMA #SalemNH 🧽🌟🌸

# STEP 3

## What to Say to Stand out online



Luíza Genelhú Zonta Tokunaga  
<http://www.familyhomecleaning.com>

Erin Lemay feel free to call me or text! I can give you a free estimate!



Family Home Cleaning – We clean. You relax!  
familyhomecleaning.com

23m Like Reply



Cheryl Hajjar  
Hi [Erin Lemay](#)! My name is Cheryl and I own Maid Brite! We have been in business for 17 years, are family owned and service many homes in your area. Our staff love their jobs and it shows in our work! ❤️ I would be happy to provide you with a customized quote! Looking forward to hearing from you!  
[www.maidbrite.cleaning](http://www.maidbrite.cleaning)



Cleaning Services | Essex County, MA  
| Maid Brite Cleaning

Sparkle. You Like. maidbrite cleaning

# Actionable Steps

👉 Create Excel Sheet, Join 20 FB Groups

👉 Post 1 Ad a Week in FB Groups

👉 Search FB Groups for Leads

👉 Repeat Repeat Repeat

*Consistency & Focus Is Key*



# Why Work With Me ?

- 👉 Fill Your Calendar w Clients Who PAY What You're Worth
- 👉 Build a Brand that Makes Competitors Jealous
- 👉 Hire and Retain Staff Who Actually Give a damn
- 👉 Lead With Confidence ( not desperation! )
- 👉 Fire Yourself From the Field & 3x Your Revenue





# Work With Me!

## Private Sessions

FB: @SistersWhoScale

WEB: [www.sisterswhoscale.com](http://www.sisterswhoscale.com)

Email: [sisterswhoscale@gmail.com](mailto:sisterswhoscale@gmail.com)



## How to Contact Me

