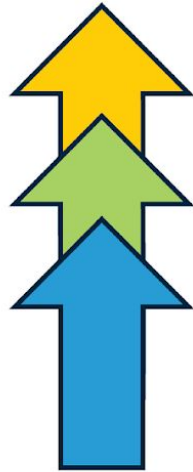


 **NAPO.** 2026

**LEVEL
UP!**



**GROW & SCALE
YOUR BUSINESS**

VIRTUAL • SPRING 2026

Turning Visibility Into Clients

Creating Marketing Systems
That Generate Consistent
High-Value Leads

Janice Christopher

The Janice Christopher Marketing Agency

About The Speaker

Janice Christopher

Founder, Janice Christopher Marketing Agency

Helping local service businesses **improve visibility**, attract the **right clients**, and **simplify** modern marketing.

✉ hello@janicechristopher.com

🌐 www.janicechristopher.com

We get the **phone ringing**, **door swinging**, and **chatbot pinging** for local businesses.



Learning Objectives

1. Understand Why Systems Beat Effort

Learn why consistent, repeatable systems — not more marketing effort — produce high-value leads and predictable growth.

2. Learn the Visibility-to-Client System

Explore how visibility, positioning, lead sources, and follow-up work together to turn found prospects into chosen clients.

3. Walk Away With Actionable Steps

Identify specific ways to strengthen your Google presence, sharpen your positioning, build referral partnerships, and improve your follow-up.



**"I don't understand why my
phone isn't ringing."**

— a professional organizer



Most Owners Don't Have a Marketing Problem

They have a systems problem.

- Busy weeks / slow weeks
- Leads feel random
- Revenue is unpredictable



Most Businesses Don't Have a System

- Relying on chance or one referral
- One lead source doing all the work
- Inconsistent effort with no follow-through



You Don't Need More Marketing

You need a repeatable system



The Visibility-to-Client System

- Visibility
- Positioning
- Lead Sources
- Follow-Up



Pillar 1: Visibility

- Google
- Referrals
- Social

The foundation of all three is Google.

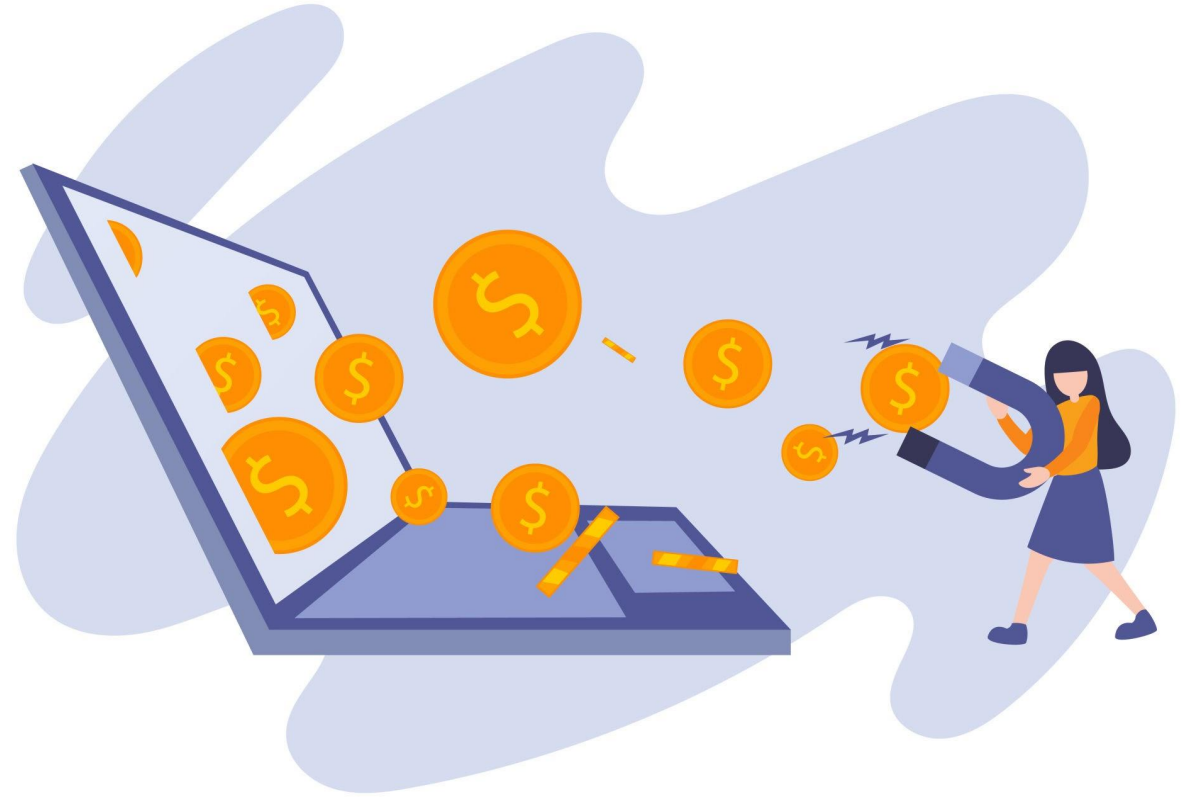


Pillar 2: Positioning

Visibility gets you **found**.

Positioning gets you **chosen**.

Positioning Statement Worksheet →
janicechristopher.com/for-organizers



Pillar 3: Lead Sources

- Google
- Referrals
- Networking
- Repeat clients

One lead source starts the conversation. The others decide whether you win.

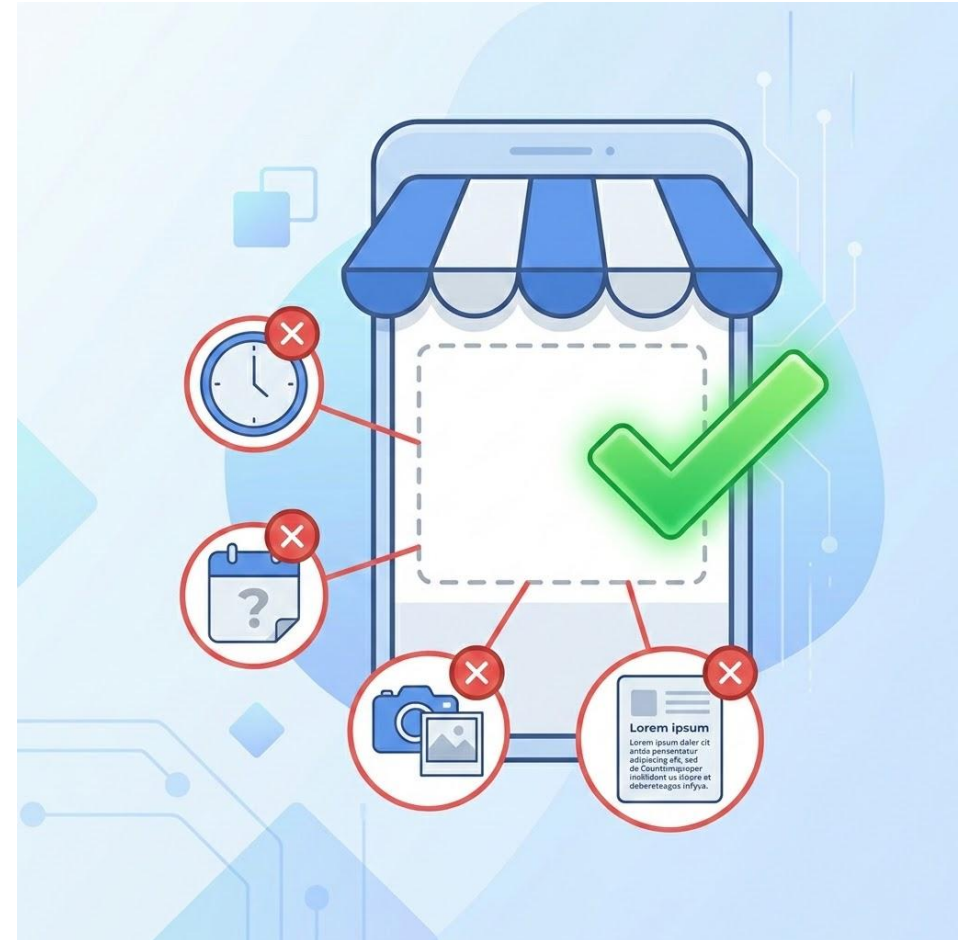


The "Claimed But Empty" Problem

You checked the box. Google needs more.

- ✗ No hours listed
- ✗ No opening date
- ✗ No photos or posts
- ✗ Default description only

Free GBP Optimization Guide → in your LevelUp session resources



Referrals Don't Happen By Accident

They happen when the right people:

1. **Understand** what you do
2. **Trust** you
3. **Know exactly who to refer**

Referral Partner Starter Kit →
janicechristopher.com/for-organizers



Networking & Social: Supporting Roles

Networking:

1. BNI, local groups, Facebook communities
2. Clarity + consistency = referrals

Social:

1. Builds credibility
2. Supports discovery
3. **Must reflect your ideal client**



Pillar 4: Follow-Up & the Experience

- Slow response
- No clear next step
- No follow-up



Make It Easy to Say Yes

- Respond quickly
- Clear next step
- Simple proposal
- Easy payment process

Website Clarity Checklist

→ janicechristopher.com/for-organizers



Simple Follow-Up System

- Check in
- Stay helpful
- Stay visible



The Visibility-to-Client System

Run together, they produce predictability.

- Be visible
- Be clear
- Build relationships
- Follow up



Start Here

- Optimize Google presence
- Ask for reviews
- Build 2–3 referral partners
- Improve response time





Drop your guess in the chat!

What Consistency Produces

80%

More Google Business Profile views March 2025 → March 2026

One client. One year. One system running consistently.



Remember the organizer I opened with?

The difference between her and my 80% client isn't talent.
It isn't effort.

It's system.

Resources for Professional Organizers

Download our free guides!

Get our:

- Clear Client Positioning Method™ (with examples + worksheet)
- Website Clarity Checklist
- Referral Partner Starter Kit

👉 www.janicechristopher.com/for-organizers 👉



"Most businesses don't have a lead problem. They have a system problem.

When you build a simple system that works consistently, everything starts to feel easier — and a lot more predictable.

Because the right clients are already out there, looking for you."

— Janice Christopher



Questions?

www.janicechristopher.com/for-organizers

Scan Your Business & Schedule a Free Consultation

👉 www.janicechristopher.com 👈

Empowering Legacy Businesses to Thrive Online for the Next Generation

We integrate cutting-edge AI technologies into our marketing strategies to achieve clear, tangible results that promote growth for your business (and more freedom for you).



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Scan My Digital Presence



Summer 2026

Join us in August for a session on
**Strategic Niching for
Organizing Professionals!**

