



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

Local Ads Kit starter + honest money map

Your Local Ads Kit folder to set up now, plus the free-forever versus optional-paid map of the whole course.

Part of the free Google Ads for Local Firms course · by Evolv Strategies · evolvv.io

Want this working in your business instead of on your reading list?

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Local Ads Kit — Starter & Honest Money Map

Your folder to set up now, plus the whole course's money map on one page: every place a dollar could enter, and the free alternative that carries you every time.

Set up your Kit folder

The Local Ads Kit assembles itself as you move through the course — every module drops at least one file into it. Make a folder now (on your desktop, in Google Drive, wherever you'll actually find it) called **Local Ads Kit**, and drop each piece in as you go. By the end you own a complete, reusable ad engine on paper as well as live.

Here's what lands in the folder, and the moment to pull each one out:

#	Kit piece	Module	Pull it out when...
1	Local Ads Kit Starter & Money Map (this page)	m0	You're deciding whether a paid tool is worth it
2	Budget & Expectations Worksheet	m0	Before you spend a cent — set honest numbers
3	One-Page Ad Plan	m1	You've made the LSA-vs-Search call and need it on paper
4	LSA Setup Checklist	m2	You're starting the Local Services Ads signup
5	Search Campaign Build Sheet	m3	You're building the Search campaign, ad group by ad group
6	Negative-Keyword Starter Lists	m4	Before launch, and every week after
7	Ad & Landing Page Pack	m5	You're drafting ads and the page they point to
8	Launch-Day Checklist	m5	The day you unpause — the pre-flight run-up
9	Weekly 15-Minute Dashboard Checklist	m6	Every week, forever (its back page runs the monthly pass)
10	Hiring-Help Card	m7	Any time someone hands you an agency proposal
11	Kit Manifest	m7	To see everything you built, and re-run the 60-day verdict

The whole tool stack — and it's free

Six tools run everything in this course, and you pay for exactly none of them. The only money that leaves your account is the ad spend itself. Each one and its single job (all prices and free tiers verified 2026-07-16):

- **Google Ads** — the account itself. Free to open and run; you pay only when someone clicks or, on LSA, when a real person contacts you.
- **Google's built-in call reporting** — your conversion tracking. Free, no code, ten minutes to turn on (that's m6).
- **Google Ads Editor** — a free desktop app for bulk edits. There when you need it, not something you touch on day one.
- **Google Keyword Planner** — free keyword discovery, built into the account. With little or no spend it shows search volumes as *ranges* (like "1K–10K") rather than exact numbers — completely fine for comparing relative size.
- **ChatGPT or Claude, free tier** — drafts your ads, groups your keywords, generates your negative lists. The busywork that used to justify an agency retainer, now done in minutes for free. Free tiers have real message caps that change constantly, so batch your prompts.
- **Your Google Business Profile** — free, and as of 2026 it's mandatory to run Local Services Ads at all. Building it is *Get Found First's* job.

Where a dollar could enter — and the free alternative every time

Four places money *could* sneak in, and every one has a free default that carries this course. Read it once; nothing springs on you later.

Free forever	Optional paid — skip to start	The free alternative that carries you
Google Ads account	CallRail, ~\$50/mo (per-keyword call attribution + form tracking)	Google's own call reporting (m6)
Google call reporting	Paid keyword tools — Ubersuggest ~\$29/mo, Semrush \$100+/mo, Keywords Everywhere credits	Keyword Planner's ranges
Google Ads Editor	Click-fraud tools, \$50–200/mo	Google filters invalid clicks free; m7 covers it
Google Keyword Planner	ChatGPT Plus / Claude Pro, ~\$20/mo	The free tiers draft everything here
ChatGPT / Claude free tier		
Google Business Profile		

In each case, the honest answer is "skip it, at least to start." Prices verified 2026-07-16. **Prices and free tiers move — check the vendor's page before you rely on any figure, this course included.**

AI does the agency's old busywork — for free

Pull up an old agency invoice and you'll see line items like "ad copywriting," "keyword research," and "negative-list management." Those were real hours once. Now each one is a copy-paste prompt in this course — you supply the truth about your firm, AI does the drafting and sorting, and you keep the judgment. That's the actual mechanism by which the agency retainer became optional at your size.

The one rule that outranks all the others

Don't buy the ring if you won't answer the phone. An ad buys the ring; it doesn't answer it. Every dollar you're about to spend is either wasted or multiplied by what happens when the phone rings. Keep that in the back of your mind through every lesson.



EVOLVV STRATEGIES

THE NEXT STEP

You've got the playbook. Want it running by next month?

You can now run your own ads with open eyes — and you know exactly what a fair vendor looks like. Measure us against your own checklist.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

Book a free strategy session →

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

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