



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

One-Page Ad Plan

One service, one town, one page: your surface decision, budget split, the three readiness gates, and the 60-day rule.

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

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One-Page Ad Plan

Everything from the first two modules on a single page you fill in. Once it's done, every later module is execution, not decision — and it becomes the front page of your Kit.

§1 — Your surface, and the split if it's both

Carry over your decision: LSA, Search, or both.

- The surface I'm starting with (circle): **LSA first** / **Search first** / **Both**
- If both, my budget split: \$ _____ to LSA · \$ _____ to Search

A sensible default for a legal firm at \$2,500/month is roughly **\$1,000 to LSA and \$1,500 to Search** — LSA catching the head searches, Search catching the specifics. That's a starting split, not a law; you'll rebalance with real data in m7. Running one surface only? The whole budget goes there. (All figures dated 2026-07 — *prices move; check the vendor's page.*)

§2 — The one thing you're advertising

This is the section that saves the most money, so don't rush it. Pick **one** practice area or service, in **one** town, to start.

- The ONE service: _____
- The ONE town / metro: _____

The single biggest beginner mistake — the one that quietly burns budgets — is advertising everything, everywhere, on a budget that can only really test one thing. Remember the math: \$1,000 in legal is about three clicks a day. Spread that across six practice areas and five towns and you learn nothing about any of them. Point it all at one service in one town and you get a real read in six weeks. **Depth beats breadth every time at this budget.**

§3 — Your expectations

Bring over the numbers you generated with the m0 budget prompt. Writing them down matters more than it sounds — in week three, when the account is quiet, these are what stop you from panicking.

- Expected leads per month: _____
- Expected cost per lead: \$ _____
- Leads it takes to sign one client: _____
- Expected clicks per month: _____

\$4 — Your readiness gates

Three things need to be true before launch. If one isn't, catch it here — cheaply, before spending — instead of after.

- ☐ **A verified Google Business Profile.** LSA flat-out requires it as of 2026 — no GBP, no LSA — and it feeds your reviews. If yours isn't verified, *Get Found First* is the fix; start it in parallel.
- ☐ **A phone that gets answered in business hours.** If calls go to voicemail while you're in a meeting, fix the answering before you buy the traffic — that's *Never Lose Another Lead*.
- ☐ **A page to send clicks to.** Not your bare homepage — a page about the one service you're advertising. If yours is weak or missing, m5 fixes exactly that.

\$5 — The 60-day rule

Write this one down and mean it:

I will not judge, panic, or restructure this account for 60 days.

LSA verification alone takes three to four weeks to clear. Search needs a meaningful pile of clicks before its numbers mean anything. Restructure on day nine and you've thrown away the only thing that makes the data trustworthy — time.

The two-week itch is the enemy. Almost every beginner who "fails" at Google Ads actually succeeds at self-sabotage: they get nervous around day ten, start flipping settings daily, and never let any version of the account run long enough to prove itself. The account that wins is boring — set it up right, hold your hand off the controls, read it once a week (m6), and decide monthly (m7). Sixty days before verdict.

Pressure-test the plan before you spend

Before you print this and start building, hand the whole plan to AI and ask it to find the weak link. Better to hear it now, from a robot, than in six weeks from your bank statement.

Pressure-test my Google ads plan before I spend money. Be blunt – I'd rather hear it now.

- My business: [WHAT YOU DO] in [TOWN].
- Surface(s) I chose and why: [e.g. "LSA first – family law qualifies and my metro has LSA; adding Search later"].
- Monthly budget and split: \$[AMOUNT], split [e.g. "\$1k LSA / \$1.5k Search"].
- The ONE service I'm advertising first: [SERVICE].
- My expectations from the benchmarks: ~[N] leads/month at ~\$[CPL] per lead.
- My readiness: Google Business Profile verified? [Y/N]. Phone answered live during business hours? [Y/N/mostly]. A real page for this service on my site? [Y/N].

1. Name the weakest link in this plan and what breaks first because of it.
 2. Tell me if my budget matches my vertical honestly (legal usually needs \$2–3k/month to be optimizable; cheaper verticals can run on \$1k).
 3. Give me the two things to fix BEFORE launch, if any.
- Keep it specific to my situation. No generic ads advice.

This decision isn't permanent. m7's monthly pass re-asks this exact question with real data in hand. Decide well now, revisit later. That's the whole game.



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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