



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GOOGLE ADS FOR LOCAL FIRMS

The Local Ads Kit — full manifest

Every checklist, list, worksheet, and prompt from the course, indexed — plus the pointer to your 60-day verdict.

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

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The Local Ads Kit — Full Manifest

Every checklist, list, worksheet, and prompt from the course, indexed in one place — plus the pointer to re-run your 60-day verdict. The complete kit you built, collected.

What you built — one machine, on paper and live

Not five modules and twenty-nine lessons — one machine. Demand gets searched. **Local Services Ads** capture the head of it, per lead, above everything (m2). Your **Search campaign** captures the specifics LSA can't reach (m3), with the **waste-proofing armor** bolted on — negatives, Presence targeting, a schedule that matches when you answer (m4). **Ads and landing pages** convert the click instead of leaking it (m5). **Tracking** makes it legible (m6). And the **fifteen-minute weekly routine and monthly verdict** keep it honest (m7). Drawn into the middle of the machine, never optional: **every lead landing on an intake that answers in minutes** — *Never Lose Another Lead*. The ad only ever bought the ring.

The full contents — and when to pull each one out

#	Kit piece	Module	Pull it out when...
1	Local Ads Kit Starter & Money Map	m0	You're deciding whether a paid tool is worth it — the free-forever vs optional-paid map
2	Budget & Expectations Worksheet	m0	Before you spend a cent — set honest numbers, then re-run at day 60
3	One-Page Ad Plan	m1	You've made the LSA-vs-Search call — the front page of the build
4	LSA Setup Checklist	m2	You're starting the Local Services Ads signup — eligibility, docs, badge scrub, timeline
5	Search Campaign Build Sheet	m3	You're building the Search campaign — themes, phrase/exact keywords, the settings gauntlet
6	Negative-Keyword Starter Lists	m4	Before launch, and every week — four vertical lists + the generator + triage prompts
7	Ad & Landing Page Pack	m5	You're drafting ads and pages — both prompts, message-match checklist, state-bar red-line card
8	Launch-Day Checklist	m5	The day you unpause — the pre-flight run-up across everything you built
9	Weekly 15-Minute Dashboard Checklist	m6	Every week, forever — five blocks, thresholds card, read-out prompt (back page = monthly pass)
10	Hiring-Help Card	m7	Any time someone hands you an agency proposal — sniff tests, ownership card, the prompt
11	Kit Manifest (this page)	m7	To see everything you built, and re-run the 60-day verdict

The copy-paste prompt index

Every prompt in the course, and the file it lives in:

- **Budget reality check** → Budget & Expectations Worksheet (#2)
- **Plan pressure-test** → One-Page Ad Plan (#3)
- **LSA profile bio + service picks** → LSA Setup Checklist (#4)
- **Keyword grouping** → Search Campaign Build Sheet (#5)
- **Negative-keyword list generator** → Negative-Keyword Starter Lists (#6)
- **Search-terms triage** → Negative-Keyword Starter Lists (#6) and Weekly Checklist (#9)

- **RSA generator** → Ad & Landing Page Pack (#7)
- **Landing-page copy** → Ad & Landing Page Pack (#7)
- **Weekly read-out** → Weekly 15-Minute Dashboard Checklist (#9)
- **Monthly verdict** → Weekly Checklist back page (#9)
- **Proposal sniff-test** → Hiring-Help Card (#10)

The 60-day re-verdict — the one thing left to do

Your day-one plan was a guess and a budget. Sixty days of your weekly log is what actually happened: real spend, real leads, a real cost per lead. That's the whole transformation of this course in two documents.

At the 60-day mark, pull out your **One-Page Ad Plan** (#3) and your **weekly log** from the Dashboard Checklist (#9), and run the **monthly verdict** on the back page of #9. Three endings, and all three are wins:

- **Scale it** — the numbers work, so you feed it (+20–25%, once).
- **Run it steady** at \$2k a month forever, and be right to.
- **Honest kill** — sixty days, ran the rule, learned Google isn't your channel. That's a win too — it cost one honest test instead of a year of retainers finding out the expensive way.

A course that only celebrates the scale ending is selling you something. This one isn't.

The standing rules that ride every page

- **Prices and platform rules move — check the vendor's page before you rely on any figure**, this course included. Every money number is dated 2026-07.
- **Anyone quoting you a guaranteed cost per lead, ranking, or lead count is selling.** All figures are medians or ranges.
- **Don't buy the ring if you won't answer the phone.** The ad buys the ring; the first five minutes after it rings decides whether it becomes a client.

Where to go next

- **Never Lose Another Lead** — the intake engine these ads deserve; usually the real ceiling is the answering, not the ads.
- **Run Your Own Meta Ads** — the demand-creation twin, when you're ready to fill the top of the funnel too.
- **Growth Audit (/audit)** — a free second opinion on where your growth is actually stuck. No pitch.
- **Don't Get Burned Buying Marketing** and **Marketing 101** — coming to the library, when you want the wider map.

Your town was already searching. Now you're the one they call — and the one who answers.



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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