



KEFFORD CONSULTING LLC
BRAND. SALES. TALENT ACQUISITION.

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Playbook Preview

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The Challenge: Turn Hustle into High Impact

Situation:

Sarah J, a dedicated Boise real estate agent, is losing \$10,000/month due to inconsistent client leads and fierce competition.

Impact: She's stretched thin, juggling open houses and admin tasks, with no time to build a steady pipeline.

Goal: Land \$10,000 in new commissions within 30 days and create a \$20,000 pipeline in 60 days. Wants to use her existing network more efficiently.

The Solution: *Personalized Client Acquisition Playbook*

What You'll Unlock:

- **Client Magnet:** Win high-value clients with targeted referral and outreach strategies.
 - We spot foundational business opportunities. Securing your commissions.
- **Lead Surge:** Boost your visibility with quick-win tactics.
 - Google & Social Media optimization, local events, and practical branding.
 - Our Personalized strategies create a 20-30%+ increase in leads fast.
- **Growth Blueprint:** A 7-page, step-by-step plan outlining location-specific strategies to lock in \$10,000 revenue now and a \$20,000 pipeline by month two.

How It Works:

Our purpose built ACT (Automated Consultant Toolkit) bot, fueled by Kefford Consulting's expertise database, crafts a *Personalized Playbook* tailored to your situation. Ditch generic advice and overpriced agencies, this is built for *you*.

Delivered as a sleek, instantly actionable 7-page PDF, it's your roadmap to sustainable success.

ROI That Transforms Your Business

Projected Impact:

- 20-30% revenue surge in 30 days, with 95% confidence (HubSpot 2025, Nielsen Norman Group 2023).
- Your \$1,500 Playbook investment delivers a 6-12x return, literally pays for itself!



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Real-World Win:

Sarah J closed \$12,000 in new commissions within 30 days and built a \$22,000 pipeline in 60 days, powered by Kefford Consulting precision strategies and local market insights.

Your Communication Edge

For Sarah, Boise's connected business landscape, where trust forms over genuine conversations and local referrals, where and how she showed up mattered. Her Playbook provided step-by-step guidance to craft community-rooted language that built rapport naturally and drove customers to act.

We focus on authentic prompts tailored to your local market, turning casual chats into loyal clients and networks into steady revenue streams. No generic scripts. Just precise, empathetic advice that elevates interactions, saves time on awkward outreach, and unlocks 20-30% more conversions.

Why Choose Kefford Consulting?

- **Elite Expertise:** 20 years of supporting business professionals, combined with purpose-built AI, distilled into every Play and Playbook.
- **Precision-Crafted:** Our ACT bot outpaces generic AI, delivering solutions laser-focused on your specific challenges.
- **Rapid Results:** Instant delivery. No wait to get started. It takes ~10 minutes to learn your estimated savings for free. Expect 20–30% growth in 30-60 days.
- **Insurance:** Compare and contrast your current strategy, safely, confidentially, reliably, economically. [Query our ACT bot](#) or [book a consult today](#).

Seize Your Business Breakthrough

Don't let another opportunity pass you by.

Claim your *free* consultation with Edwin Kefford, Founder, and unlock a 20-30%+ growth plan tailored to *your* situation.

[ACT Now:](#)

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Click: [Claim Free Consult Session](#)