

ONE TOWNE MEDIA LLC — "BUSINESS IN A BOX" MASTER BLUEPRINT

8-Module Turnkey Operating System · 30-Minute New Town Replication · Dual-Stream Review & 3-Tier Notification Engine · 99%+ Gross Margin

TURNKEY REPLICATION ENGINE

5-LAYER BOT & FRAUD SHIELD

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VISUAL FLOWCHART #1: THE 8-MODULE "BUSINESS IN A BOX" END-TO-END ARCHITECTURE

Clone Any High-Intent Town + Trade in <30 Minutes at \$10.46/yr Direct Cost

MODULE 1 · FOUNDATION

DAY 0

LLC, EIN, Banking & Stripe

NY LLC (418 Broadway Ste N, Albany NY 12207) + 5-min IRS EIN + Business Checking + Stripe Billing (\$39/lead, \$79/\$129/\$149/\$199/mo subscriptions + Text-to-Pay).

MODULE 2 · EDGE STACK

→ STEP 2

Cloudflare Registrar & Pages

Wholesale .com domain (\$10.46/yr) + \$0/mo. Cloudflare Pages + 5-Layer Bot & Fraud Shield (Honeypot, <2.2s Velocity, 4/15m IP Rate Limit, 24h Dupe & NANP Phone Filter).

MODULE 3 · COMMS

→ STEP 3

Zero-Migration @company Email

Cloudflare Edge Email Routing (sean@, leads@, booking@ + contractor info@, quotes@, billing@) → phone in <1s at \$0/seat.

MODULE 4 · TRAFFIC

→ STEP 4

Town Portal + AI/Merchant SEO

Municipal engineering data + interactive sizing calculator + JSON-LD schema + sitemap.xml + IndexNow + /llms.txt (AI Search) + /merchant-feed.xml.

MODULE 5 · WEDGE

→ STEP 5

3 Free Leads + FOMO Outreach

Zero-risk "First 3 Verified Leads Free (\$0) + Free 5-Point Audit" wedge dispatched via Day 0 Invitation, Day 2 Check-In & Day 5 Territory Drop sequence.

MODULE 6 · MONETIZE

→ STEP 6

17-Pillar Storefront & Guarantee

Track A (\$39/lead or \$149/mo flat) + Track B (\$79 Core / \$129 Full 17-Pillar Storefront) + \$199/mo All-In Bundle + 2-Part Zero-Risk Performance Guarantee.

MODULE 7 · COMMAND

→ STEP 7

Edge CRM + Review & Pulse Engine

Live onetownmedia.com/crm + 5-platform review gate (4-5★ public to Google/Trustpilot/Yelp; 1-3★ private catch) + Dual-Stream 3-Tier Notifications.

MODULE 8 · SCALE

→ STEP 8

Buffer Social & 30-Min Clone

Dedicated Buffer social publishing (X, IG, FB, GBP — NO Postiz) + 30-minute town cloning script to scale from 12 to 100+ exclusive town portals.

VISUAL FLOWCHART #2: DUAL-STREAM MULTI-PLATFORM REVIEW & 3-TIER NOTIFICATION SWITCHBOARD

Internal Ops Stream (Sean) + Customer Stream (Local Contractor Partner)

1. Sentiment Gate & 5-Platform Review Engine

- **Trigger:** Job marked complete or Text-to-Pay invoice paid in /crm sends 1-tap SMS/Email star check.
- **4★–5★ Happy Path:** Direct deep-link to Google Business Profile, Trustpilot, Yelp, Facebook, or BBB + 24hr SEO owner reply draft.
- **1★–3★ Private Catch:** Intercepted BEFORE public posting into a Priority Owner Resolution Alert (<5s SMS + Email).

2. Three Automated Notification Tiers

- **Tier 1 — Instant (<5s SMS + Email):** New calculator lead, 5-sec missed-call SMS transcript, <4★ complaint catch, invoice paid (\$), new review.
- **Tier 2 — Intraday Pulse (12:30 PM & 5:30 PM):** 30-sec digest of calls, leads, open quotes, support/complaints, reviews & sales (\$).
- **Tier 3 — Executive ROI Scorecard (Mon 8 AM & Monthly):** Leads → Quotes → Paid (\$) attribution & CPA vs. Angi.

3. Dual-Stream Routing (Internal vs. Customer)

- **INTERNAL STREAM (Sean / One Towne Media):** Master ledger at onetownmedia.com/crm + alerts to leads@ & sean@onetownmedia.com tracking trial counters (Lead 1/3, 2/3, 3/3) & billing triggers.
- **CUSTOMER STREAM (Local Partner):** Dedicated partner view + SMS/Email alerts (e.g., Jeff Smith at (801) 928-8565 & jeff@guardiansoftware.com).

SIDE-BY-SIDE COMPARISON: WHY CHARTER PARTNERS LEAVE ANGI & TRADITIONAL AGENCIES FOR ONE TOWNE MEDIA

\$0 Upfront Setup · First 3 Exclusive Leads Free (\$0) · 100% Month-to-Month

Capability / Metric	Angi / HomeAdvisor / Thumbtack	Traditional Web / SEO Agency	One Towne Media LLC ("Business in a Box")
Upfront Setup & Proof Trial	\$300–\$1,200+ fee · Charged from Lead #1	\$2,500–\$5,000+ upfront · 6–12 mo lock-in	\$0.00 Upfront Setup + First 3 Verified Exclusive Leads FREE (\$0)
Lead Exclusivity & Close Rate	Sold 4–5 ways (\$85–\$120/lead · ~11% close)	Zero lead guarantee (vague traffic reports)	100% Exclusive to 1 Shop/Town (\$39/lead or \$149/mo · ~38% close)
Branded Email & Field Comms	None (contractor uses @gmail/@yahoo)	\$12–\$18/mo per seat + painful mailbox migration	Zero-Migration @company .com Switchboard (\$0/seat) + 5-Sec SMS
Reviews, Invoicing & CRM	Public complaints hurt profile · No billing CRM	\$300–\$600/mo extra in third-party SaaS tools	Google/Trustpilot/Yelp Gate + Text-to-Pay + Edge CRM & Support
Owner Notifications & Guarantee	Shared-lead blasts · Difficult credit disputes	Monthly PDF only · Zero performance guarantee	<5s Alerts + 12:30/5:30 PM Pulse + 4-Lead Floor / \$0-Until-Live Guarantee

8-MODULE STEP-BY-STEP EXECUTION PLAYBOOK & UNIT ECONOMICS (99%+ GROSS MARGIN PER TOWN)

~\$10.46/Year Infrastructure Cost Per Town vs. \$1,788–\$2,388/Year Recurring Partner Revenue

Module	Turnkey Build & Automation Asset	SOP Execution Checklist (30-Min Town Clone)	Unit Cost vs. Partner Revenue
1. Entity & Billing	One Towne Media LLC + EIN + Stripe Payment Links	Pre-built links for \$39/lead, \$79 B1, \$129 B2, \$149 A2 & \$199 All-In.	\$0/mo fixed (2.9% + 30¢ only on collected revenue)
2. Edge Hosting	Cloudflare Registrar + Cloudflare Pages + Functions	Register [town][trade].com, deploy static HTML + /api/lead worker.	\$10.46/year domain · \$0.00/mo hosting
3. Email Switchboard	Cloudflare Email Routing + Gmail Send-As	Route leads@, info@, quotes@, billing@ → cell inbox in <1s.	\$0.00/seat forever (saves \$180+/yr per user)
4. Town SEO + AI + Shopping	Calculator + JSON-LD + /llms.txt + /merchant-feed.xml	Auto-generate municipal data, calculator, sitemap, IndexNow, AI & Shopping feeds.	\$0.00/mo organic Google, AI & Shopping traffic
5. 3-Free-Lead Wedge	10-Shop Town Target List + 5-Point Audit + 3-Touch FOMO	Send Wave 1 (3 shops), book 10-min call, activate Partner #1 (like Guardian Soft Water).	\$0 CAC · Converts on 1st call via 3 Free Leads
6. 17-Pillar Storefront	Track A (\$39/lead or \$149/mo) + Track B (\$79/\$129) + \$199 All-In	Activate exclusive town badge + 17-Pillar Storefront + 2-Part Guarantee.	+\$149 to \$199/mo recurring per town (~99.4% margin)
7. CRM & Review Pulse	onetownmedia.com/crm (4 Tabs) + Twilio 5-Sec SMS	Log partner in Tab 1, leads in Tab 2, client CRM in Tab 3, Review/Pulse in Tab 4.	~\$1.15/mo per local SMS number
8. Buffer Social Engine	Brand Kit + Buffer Multi-Channel Queue (NO Postiz)	Publish weekly town data authority & partner spotlight posts across X, IG, FB & GBP.	\$0/mo (Buffer Free 3-channel workspace)

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Live Command Center: https://onetownmedia.com/crm · Blueprint: https://onetownmedia.com/business-in-a-box

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COMPLETE "BUSINESS IN A BOX" VENDOR STACK (\$10.46/YR DIRECT COST) + 6 DAY-1 CLIENT LAUNCH ACCELERATORS (<24HR STAND-UP)

9 Core Vendors Included Today:

1. **Northwest Registered Agent + NY DOS:** LLC, OA & Albany Registered Agent Shield
2. **Cloudflare Registrar & Pages:** At-cost .com (\$10.46/yr), global CDN, SSL & serverless Edge Functions (\$0/mo)
3. **Cloudflare WAF + 7-Layer /api/Lead Shield:** DDoS, _headers, Honeypot, <2.2s Velocity Trap, NANP Phone, Disposable Email & 24h Dedup (\$0/mo)

6 Plug-and-Play Additions for 1-Day (<24hr) Client Stand-Up:

- **A. Twilio / OpenPhone Voice & SMS (~\$1.15/mo/number):** Instant local tracking phone number, call forwarding & true <5-sec Missed-Call SMS Auto-Text-Back + 1-Text REPLACE webhook
- **B. Cloudflare Turnstile (\$0 Free):** Invisible cryptographic bot verification on all lead & quote calculators (zero puzzles)

4. **Cloudflare Email Routing + Gmail/Outlook SMTP**: Zero-migration `info@, quotes@, billing@, support@` (\$0/seat)

5. **Google Search Console + GA4 (G-6QT9RP1PLS) + GBP + Merchant Center + 1Lms.txt**: Google & AI Search (ChatGPT/Perplexity/Siri) (\$0/mo)

6. **Trustpilot Business + Google + Yelp + FB + BBB**: 5-Platform Review Gate (4–5★ public / 1–3★ private catch)

7. **Buffer (publish.buffer.com)**: Multi-channel social scheduling (FB, IG @onetownmedia, X @OneTownMedia, LinkedIn, GBP)

8. **Stripe (dashboard.stripe.com)**: Hosted Checkout, Text-to-Pay (Card/ACH/Apple Pay), Stripe Radar + 3DS2 & subscription billing

9. **One Towne Media 4-Tab Edge CRM (/crm)**: Active Partners, Leads, 132-Row Outreach DB & Dual-Stream 3-Tier Notifications

• **C. Resend / Postmark API (\$0 Free Tier)**: Automated DKIM-signed HTML emails for <5s Tier-1 alerts & 12:30/5:30 PM intraday pulses

• **D. Cal.com / Calendly Embed (\$0 Free Tier)**: 2-way synced homeowner estimate booking directly into the contractor's phone calendar

• **E. Stripe SetupIntent 1-Click Onboarding (/onboarding)**: Digital Charter Partner sign-off + card on file (\$0 today, auto-bills after 3rd free lead)

• **F. Cloudflare D1 Serverless SQL (\$0 Free 5GB)**: Unlimited edge SQL storage for multi-town leads, SMS logs, reviews & invoices
- ★ **NEW – Pillar #17 (Online Forms, Document Management & Legal e-Signature Vault at /docs/) + Car-Style "Build & Price" Configurator (/onboarding/)**: Includes interactive HTML5 Canvas Signature Pad + Typed Legal Signature (ESIGN/UETA + SHA-256 Audit Trail), Pre-Install Homeowner Site Surveys, 10-Yr Warranty Certificates (/pay/), 5-Platform Review & 1–3★ Private Resolution Gate (/review/), 24/7 Floating 5-Sec Text-Back Concierge (/support-widget.js), and 1-Click Multi-Client Day-1 Provisioner (`provision_client.py --config clients/<slug>.json`).