



**SMART
BRAND
SYSTEM**

smartbrandssystem.com

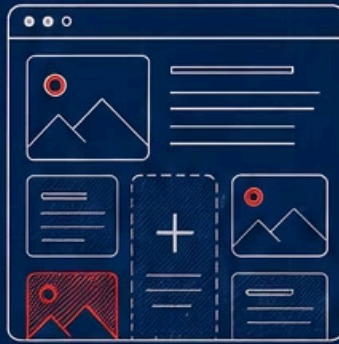
Google Client Acquisition Blueprint

PHASE 1: BUILDING THE FOUNDATION



Slim Lead Capture via Google Forms

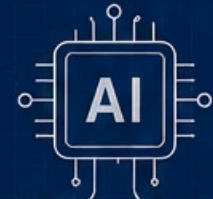
Collect only essential info—Name, Email, and Phone—to increase form completion rates.



Drag-and-Drop Digital Homes

Use Google Sites templates for professional, event-focused landing pages without any coding.

PHASE 2: AI OPTIMIZATION & INTEGRATION



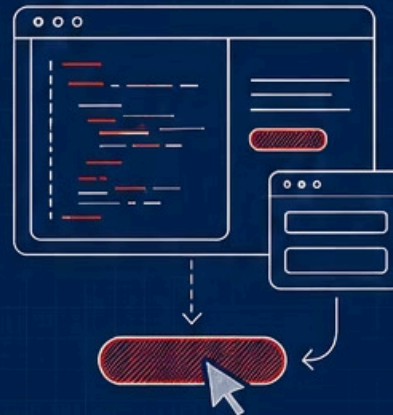
AI-Powered Brand Polishing

Use Pomelli to identify brand gaps and Stitch for no-code AI layout generation.



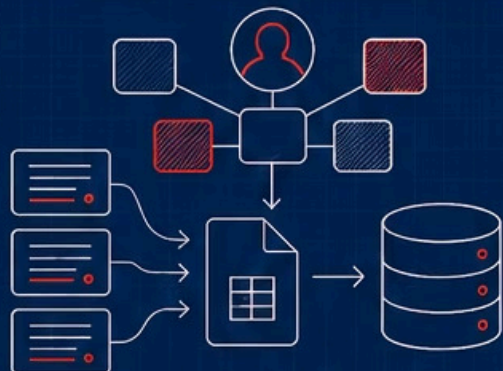
The "Slim Form" Strategy

Limiting requests to three pieces of information prevents potential clients from abandoning the form.



Seamless Technical Integration

Embed AI-generated code into Google Sites and link buttons directly to your forms.



Automated CRM Generation

Connect form responses to

Google Ecosystem Landing Page Methods



Google Sites

Key Benefit: Template-based, drag-and-drop simplicity.

Technical Level:



Pomelli AI

Key Benefit: Identifies brand gaps and color palettes.

Technical Level:



Stitch AI

Key Benefit: Generates custom layouts from written prompts.

Technical Level:

The Zero-Cost Digital Presence

A Strategic Setup Guide + Checklist

Build the first working pieces of your client acquisition funnel using Google tools you may already have, no large budget, no monthly subscriptions required.

What You Will Build

With a free Google account, you can create a simple system that helps people learn what you do, take the next step, share their contact information, and enter an organized follow-up list.

Google Forms


A lead capture form that begins the conversation

Google Sites

A focused landing page built around one clear action

AI Tools

A clearer brand direction using Pomelli and Stitch

-  This is the beginning of your funnel. The complete funnel also needs follow-up, delivery, tracking, and improvement, you will see those next chapters at the end of this guide.

Chapter 1: Start With the Job of the Funnel

A funnel is simply the path someone follows from discovering your business to taking the next step. For this first version, the path has four clear stages.

1

Attract

Give people a reason to visit your page

2

Explain

Make it clear who you help and what you offer

3

Capture

Collect the information you need to continue the conversation

4

Follow Up

Respond while the person is still interested

- ❏ You are not trying to build a complicated marketing machine today. You are building one clear path.

Before You Begin: Define Your Funnel

Before building anything, write down the answers to these three questions. Your answers will shape every decision you make in this guide.

Who is this funnel for?

Describe the specific person you want to reach, their situation, their role, and what they are looking for right now.

What problem are they trying to solve?

Name the challenge clearly. The more specific you are, the more your page will resonate with the right people.

What do you want them to do next?

Choose one action: register for a webinar, request a consultation, download a guide, join a waitlist, ask for a quote, or schedule a conversation.

Chapter 2: Build Your Lead Capture Form

Google Forms gives you a simple way to collect information from someone who is interested in your business. Think of the form as a digital handshake: it begins the conversation.

01

Sign in to your Google account

Open the Google apps menu and select Google Forms

02

Choose a blank form or template

Give the form a clear title that matches your offer

03

Add a short explanation

Tell people what happens after they submit the form

04

Apply the Slim Form Rule

Ask only for what you truly need, name, email, and phone only when useful

05

Set your confirmation message

Tell them the next step so they are never left wondering

The Slim Form Rule

Keep It Short

Long forms create friction. For a simple lead capture form, begin with only the essentials.

- Name
- Email address
- Phone number, only when it is useful for the next step

You can collect more information later in the relationship.

Optional Qualifying Question

Add one useful question that helps you understand what they need. Choose one that fits your business:

- What are you hoping to improve?
- Which service are you interested in?
- What is your biggest challenge right now?
- When would you like to get started?

Confirmation Message Example: "Thank you. Your information has been received. Please check your email for the next step."

Google Forms Checklist

Use this checklist before sharing your form with anyone. Every item matters.

Content and Structure

- My form has a clear title
- The description explains what they will receive
- I ask only for the information I truly need
- The required fields are clearly marked
- I included no unnecessary or sensitive questions
- The confirmation message explains the next step

Testing and Setup

- I tested the form myself
- I checked how it looks on a phone
- I connected the responses to a Google Sheet
- I turned on response notifications if needed

Chapter 3: Create the Landing Page

A landing page is a focused page with one primary job. Google Sites gives you a simple way to create that page without building a full website first.

01	02	03
<hr/> Open Google Sites	<hr/> Select a focused layout	<hr/> Add your brand elements
Choose a blank site or open the template gallery	Choose one that gives you room for one clear message	Business name or logo, simple theme, and brand colors
04	05	
<hr/> Build around one action	<hr/> Publish and test	
Every section should support the single goal of the page	Open the public link and test every button and form	

Five Questions Your Landing Page Must Answer

A strong landing page does not try to explain everything about your business. It answers five essential questions clearly and quickly.

1

Who is this for?

Name your audience clearly in the headline or first line

2

What problem does it help solve?

State the challenge your offer addresses directly

3

What will they receive?

Be specific about the guide, consultation, or resource

4

Why should they trust you?

Include a testimonial, credential, or number of people served

5

What should they do next?

One clear call-to-action button, easy to find and click

Your Landing Page Structure

Build your Google Site page using these six sections in order. Each section has a specific job.

Section 1: Headline

State the result or next step clearly. Example: *Get the Checklist to Organize Your Client Follow-Up*

Section 2: Short Explanation

Two or three sentences: who it is for, what they receive, and why it will help them

Section 3: Benefits

Three practical benefits. Example: organize what you have, create a clearer next step, reduce manual follow-up time

Section 4: Proof

One or two trust signals, a review, testimonial, credential, or number of people served

Section 5: Call to Action

One clear action button:
Complete the Form, Register Now, Request the Guide, Book the Conversation

Section 6: Embedded Form

Add your Google Form directly to the page or connect the main button to the form URL

Google Sites Checklist

Before publishing, confirm every item on this list. A complete page builds trust and converts visitors into leads.

Content and Design

- The page has one primary goal
- The headline communicates a clear result
- The first screen explains who the page is for
- I included three practical benefits
- I added at least one trust signal
- The call-to-action button is easy to find
- The form is embedded or linked correctly

Testing and Publishing

- I removed unnecessary menu items and distractions
- I checked the mobile preview
- I tested every button and link
- I published the page and opened the public link

Chapter 4: Use AI to Strengthen the Brand


A free page can still look polished. The difference is usually not the cost of the software, it is the clarity of the message, visual consistency, and how well the page reflects the business. AI tools can help you create that clarity faster.

Pomelli

Analyzes your website and develops brand direction, campaign ideas, social content, marketing images, and visual consistency

Stitch

Turns written instructions into a visual interface or page concept, explore layout, section order, button placement, and visual hierarchy

 AI can help develop the direction. You still approve what represents your business.

Using Pomelli and Stitch Effectively

Before You Use Pomelli: Gather:

- Your website link
- Your main offer
- Your ideal customer description
- Your brand colors
- Your logo
- Your strongest testimonials
- Your best customer questions
- Your current campaign or promotion

Example Stitch Prompt

"Create a clean landing page concept for a small consulting business. The goal is to encourage visitors to request a free consultation. Include a clear headline, three benefits, one testimonial, a short trust section, and one primary call-to-action button. Use a warm, professional, non-technical style."

- i** Treat the Stitch design as your visual blueprint. Use the layout and direction to improve your Google Site, and review every element before publishing.

AI Brand and Design Checklist

Review every AI output carefully before using it to represent your business.

I gave the AI a clear audience

Specific enough that the output reflects the right person, not a generic customer

I described the goal of the page

One clear action, not a general overview of the business

I provided my brand colors and voice

So the output fits your existing identity rather than a generic template

I checked every factual statement

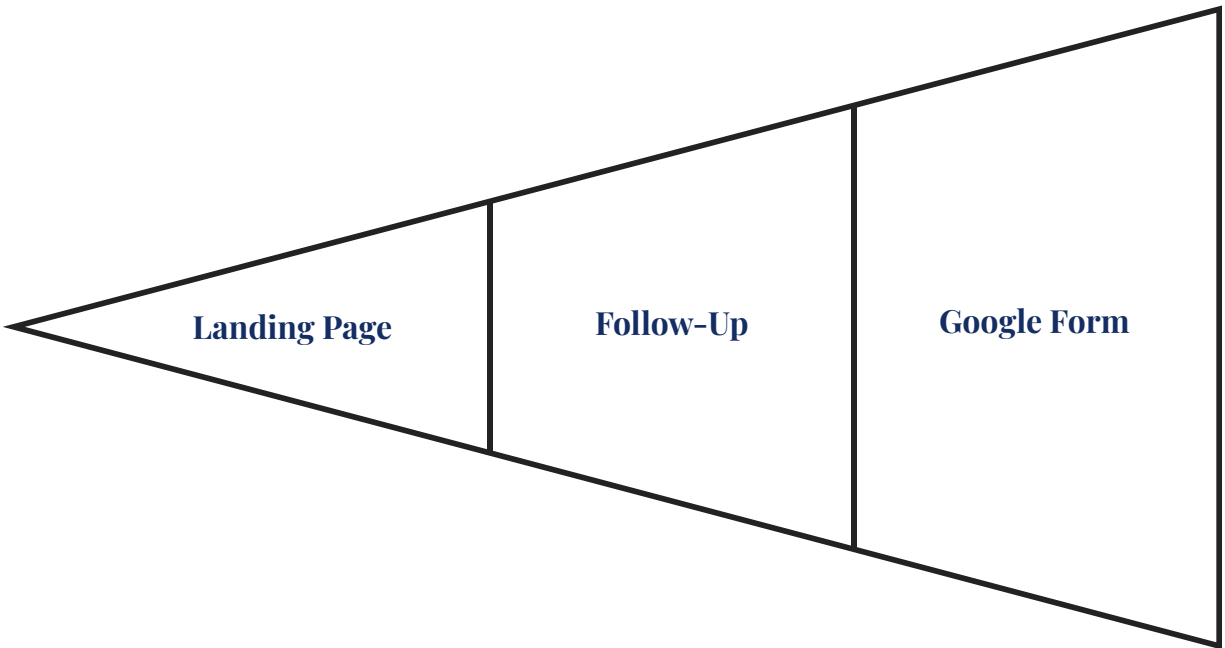
Removed anything generic, exaggerated, or inaccurate before publishing

I kept the final decision in human hands

AI strengthens the direction, you approve what goes live

Chapter 5: Connect the Pieces

Your funnel only works when the parts connect. Here is the complete flow from first visit to organized follow-up.



This connected flow turns a visitor into a lead and a lead into a conversation, all using free Google tools you may already have.

Connect the Form to Google Sheets

Inside Google Forms, follow these steps to create your lightweight lead tracker.

01

Open the Responses section

Find it in the top navigation of your Google Form

02

Select the Sheets option

Choose to view or save responses in Google Sheets

03


Create or choose a spreadsheet

Create a new spreadsheet or connect to an existing one

04

Test the form

Submit a test response and confirm it appears in the Sheet

 This gives you a lightweight lead tracker. It is a good starting point, although it does not replace every feature of a full CRM.

Your Lead Tracking Sheet

Add these columns to your Google Sheet to keep your follow-up organized and consistent.

Recommended Columns

Column	Purpose
Date received	Track timing of each lead
Name	Personalize follow-up
Email	Primary contact method
Phone	Secondary contact if needed
Offer or interest	What they came for
Lead source	Where they found you
Follow-up status	Current stage in the process
Next follow-up date	When to reach out again
Notes	Context from conversations
Outcome	Final result of the lead

Simple Status Labels

Use consistent labels so your sheet stays readable at a glance:

New

Contacted

Follow-up needed

Scheduled

Converted

Not ready

Closed

Final Funnel Setup Checklist

Use this master checklist to confirm your entire funnel is ready before you share it with anyone.

Strategy

- I know who this funnel is for
- I know the problem it helps solve
- I chose one action I want people to take
- I chose one offer, resource, or event to promote

Form

- I built the Google Form
- I kept the number of questions low
- I added a confirmation message
- I tested the form

Page

- I built the Google Site
- I added a clear headline
- I explained the benefit
- I included proof
- I added one clear call to action
- I connected or embedded the form

Brand

- My colors, logo, and language are consistent
- I used AI to strengthen the direction, not replace my judgment
- I checked the page for accuracy
- I reviewed the mobile version

Tracking

- The Form sends responses to Google Sheets
- My Sheet includes a follow-up status
- I know who will monitor the responses
- I have a plan for responding promptly

Launch

- I tested the complete path myself
- I asked someone else to test it
- Every link works
- The confirmation message works
- I published the page and saved the public link
- I am ready to share it

Your Zero-Cost Funnel Plan

Fill in these six fields to define your funnel before you build. Keep this visible while you work through each chapter.

My Funnel Is For

Describe the specific person this funnel is designed to reach

The Offer or Resource Is

Name the guide, consultation, event, or resource you are promoting

The Main Action Is

The one thing you want visitors to do on your landing page

The Form Will Collect

List the specific fields your Google Form will include

The Follow-Up Will Be

Describe what you will send or do immediately after someone submits the form

I Will Launch It By

Set a specific date so this stays a priority

You Built the Front Door. What Comes Next?

This guide helped you create the first working pieces of your funnel: your landing page, your lead capture form, your response list, and your initial brand direction. But a complete client acquisition funnel has more chapters.



Chapter 6: The Follow-Up System

What happens immediately after someone completes the form?



Chapter 7: The Thank-You Experience

How do you guide them to the next step while their interest is still high?



Chapter 8: The Booking or Purchase Path

How do they move from interested to scheduled, registered, or paid?



Chapter 9: The Delivery System

How do they receive the guide, replay, resource, or service information?



Chapter 10: The Nurture Sequence

How do you stay helpful and visible when they are not ready yet?



Chapter 11: Measurement and Improvement

How do you track what is working and find where people are dropping out?

Build the Complete Funnel

You now have enough to build the front door. Inside the **Google Funnel Sprint**, you will build the full path from first visit to paying client.

The Complete Funnel

The full Google client acquisition funnel, built step by step

Build Walkthrough

A step-by-step guide through the forms, pages, follow-up, and tracking flow

Practical Support

Guidance while you put the pieces together in your own account

One Working System

Move from disconnected Google tools to one client acquisition system

[Learn More About the Google Funnel Sprint](#)

- ☑ You do not need to build everything today. Start with the front door. Then build the next step.