All Things GHL.

2027 EDITION · STARTER GUIDE · 10-MINUTE READ

The 7-System Local Growth Loop™

7 System Framework

for Local Business Growth. Seven systems, one growth loop.

G R O W I N G

GROWING · ONE LETTER PER SYSTEM

Seven systems every local business needs, the one question to ask about each, what to sell, and the HighLevel feature that powers it.



By Fer Patel, creator of the 7-System Local Growth Loop

All Things GHL · Former HighLevel Director of Special Projects & AI

THE BIG IDEA

Find the problem first.

Most agencies lead with the tool: "we build AI agents." Owners don't want another tool. They want more customers, more revenue and fewer things falling through the cracks.

So find the problem first, sell the solution second, and choose the technology third. Every local business needs seven systems working together. Most have a few, usually disconnected. Your job is to find the one that's costing them the most and fix that.

> **You don't need to sell seven services on day one. Start with the biggest opportunity, deliver, and expand from there.**

45%

of US consumers now use ChatGPT and other AI tools for local recommendations.

BRIGHTLOCAL, 2026

23%

of 2,241 US companies never replied to a web lead at all.

HARVARD BUSINESS REVIEW, 2011

THE FRAMEWORK

GROWING: seven systems, one word.

Learn the word and you can walk any business through the whole framework without notes.



Get Found

SYSTEM 1 · GET FOUND

Customers can find the business on Google, on the map and in AI answers.



Reach New Leads

SYSTEM 2 · GENERATE

New inquiries keep coming in, not only from referrals.



Optimize Your Website

SYSTEM 3 · CONVERT

The website turns visitors into calls and bookings.



Win Conversations & Bookings

SYSTEM 4 · ENGAGE & BOOK

Every call and message is answered, followed up and booked.



Ignite Dormant Contacts

SYSTEM 5 · REACTIVATE

Old leads and past customers become new conversations.



Nurture Your Reputation

SYSTEM 6 · BUILD TRUST

Every customer is asked for a review, and every review gets a reply.



Grow Through Social Proof

SYSTEM 7 · AMPLIFY

Happy customers and finished work become content that brings in more.

WHY IT'S A LOOP

7 Systems. One Growth Loop.



Reviews and social proof make the business easier to find, which starts the next cycle. Past customers and old leads re-enter through Reactivate, without paying for a new click.

SYSTEM 1 OF 7 · GET FOUND

Get Found

The owner hears that customers ask ChatGPT now, but has no idea what AI tools say about the business. Listings are out of date and service pages don't answer the questions people actually ask.

ASK THE OWNER

"Are customers finding you on Google and through AI search?"

WHAT YOU SELL

Local Visibility & AEO Kit

When people search or ask an AI assistant for this service in this town, the business shows up with correct, consistent facts.

POWERED BY HighLevel

AI Search Visibility

A HIGHLEVEL FEATURE · LABS

Add the business as a prospect and open its Marketing Audit Report. You get a score out of 100 for listing consistency, crawler access, schema and agent readiness, plus a prioritized list of fixes.

Before you start: Turn on AI search and visibility in Labs first.

EXAMPLE REQUEST

"Add [business] as a prospect, open its Marketing Audit Report, and turn the AI Search Visibility fixes into the first month of work."

Track one number: AI mention rate on the fixed set of test prompts.

SYSTEM 2 OF 7 · GENERATE

Reach New Leads

The owner runs some ads or relies on referrals but can't say which source produced which job. Ad leads sit in a platform inbox for hours before anyone sees them.

ASK THE OWNER

"Do you have a predictable way to bring in new prospects?"

WHAT YOU SELL

Lead Capture & Speed-to-Lead Kit

New enquiries come from tracked sources, land in one CRM and get a first response within minutes.

POWERED BY HighLevel

Funnels + Workflows

A HIGHLEVEL FEATURE

Build a landing page funnel with a form or a booking calendar, connect your lead sources, and let a workflow text every new lead the moment they arrive.

EXAMPLE REQUEST

"Build a landing page for [offer] with a short form and an SMS consent box, then use a workflow to text every new lead within a minute."

Track one number: Leads per month by source.

SYSTEM 3 OF 7 · CONVERT

Optimize Your Website

The site looks fine, but booking means calling during office hours and form leads sit in an inbox for a day. The owner can't tell how many enquiries the site produces.

ASK THE OWNER

"Is your website turning visitors into leads?"

WHAT YOU SELL

Smart Website AI

Visitors can chat, call, book on the calendar, join the email list, fill in a form or take a survey, and every lead lands in the CRM with an instant reply.

POWERED BY HighLevel

Websites + AI Chat Widget

A HIGHLEVEL FEATURE

Build the site, then give visitors six ways to connect. Drop in the AI and Chat Widget element and it scans the site to build its own knowledge base. Every route feeds the CRM and its workflows.

SIX WAYS TO CONNECT

- Chat
- Call
- Booking calendar
- Join the email list
- Send a form
- Take a survey

Track one number: Visitor-to-lead rate.

SYSTEM 4 OF 7 · ENGAGE & BOOK

Win Conversations & Bookings

Calls after hours and during busy jobs go to voicemail, and most callers don't leave a message. Quotes go out and nobody follows up.

ASK THE OWNER

"Who answers, follows up and books when you're busy?"

WHAT YOU SELL

AI Receptionist & Booking Agent

Every call, chat and text gets a useful answer fast, and each conversation ends in a booking or a hand-off to a person.

POWERED BY HighLevel

Voice AI + Conversation AI

TWO HIGHLEVEL FEATURES

Voice AI answers the calls. Conversation AI handles website chat, texts and social messages. Both book into the calendar and hand off to a person when they should.

EXAMPLE REQUEST

"Answer calls and chats for [business], book appointments with the calendar and send emergencies to [person]."

Track one number: Missed and after-hours calls answered by the agent.

SYSTEM 5 OF 7 · REACTIVATE

Ignite Dormant Contacts

The business has years of past customers and unclosed quotes sitting in a spreadsheet or an old CRM. Nobody has contacted them, and the calendar has open slots.

ASK THE OWNER

"How much revenue is sitting in your existing customer list?"

WHAT YOU SELL

Database Reactivation Agent

Past customers and old leads who agreed to hear from the business get a relevant reason to come back, and their replies turn into bookings.

POWERED BY HighLevel

AI Campaigns

A HIGHLEVEL FEATURE · LABS

Pick a Smart List of old leads or past customers who agreed to hear from the business, choose immediate, scheduled or drip sending, and a Conversation AI agent sends the outreach, handles every reply and books.

Before you start: Turn on Conversations AI - Outbound in Labs and set up an Auto-Pilot agent with a sending number first.

EXAMPLE REQUEST

"Reach past customers who have not booked in 90 days with a friendly check-in and book the ones who reply."

Track one number: Reply rate per segment.

SYSTEM 6 OF 7 · BUILD TRUST

Nurture Your Reputation

The business does good work but has few, old reviews because nobody asks. When a bad review lands, the owner finds out weeks later.

ASK THE OWNER

"Are you collecting reviews after every customer?"

WHAT YOU SELL

Review & Reputation AI

Every customer is asked for honest feedback after the job, problems reach a person fast, and reviews get thoughtful replies.

POWERED BY HighLevel

Reputation Management + Reviews AI

A HIGHLEVEL FEATURE

Send review requests after every job, and let Reviews AI draft a reply to each new review. Set it to Suggestive so the owner approves, and sensitive reviews are held for a person.

EXAMPLE REQUEST

"Ask every customer how the job went, share the review link, and draft replies to new reviews for my approval."

Track one number: Review requests sent per completed job.

SYSTEM 7 OF 7 · AMPLIFY

Grow Through Social Proof

The business does good work but posts rarely, and when it does the posts are generic. Its best reviews sit on Google where only searchers see them.

ASK THE OWNER

"Are happy customers and reviews turning into content that brings in more business?"

WHAT YOU SELL

Social Proof Engine

Approved reviews, finished jobs and customer stories become a steady flow of branded posts across the client's channels.

POWERED BY HighLevel

Social Planner + Content AI

A HIGHLEVEL FEATURE

Draft a month of posts from approved reviews and finished jobs, have the business approve them, and the Social Planner publishes.

EXAMPLE REQUEST

"Turn last month's best reviews and finished jobs into 12 approved posts for Facebook, Instagram and Google."

Track one number: Posts published per month, by platform.

THE FAST 7 QUICK CHECK

Ask these seven questions.

Ten minutes with the owner. Every "Partly" or "No" is an opportunity. Where you're not sure, find out before you quote.

G	**Get Found** Are customers finding you on Google and through AI search?	☐ Yes	☐ Partly	☐ No
R	**Generate** Do you have a predictable way to bring in new prospects?	☐ Yes	☐ Partly	☐ No
O	**Convert** Is your website turning visitors into leads?	☐ Yes	☐ Partly	☐ No
W	**Engage & Book** Who answers, follows up and books when you're busy?	☐ Yes	☐ Partly	☐ No
I	**Reactivate** How much revenue is sitting in your existing customer list?	☐ Yes	☐ Partly	☐ No
N	**Build Trust** Are you collecting reviews after every customer?	☐ Yes	☐ Partly	☐ No
G	**Amplify** Are happy customers and reviews turning into content that brings in more business?	☐ Yes	☐ Partly	☐ No

WHERE TO START

Same framework. Different first sale.

Sell the system that fixes the biggest leak, then let the results sell the next one.

ILLUSTRATIVE: A PLUMBING COMPANY

Misses calls after hours: start with Engage & Book

An after-hours AI agent catches the evening calls. Once it books jobs, review requests are an easy next step.

ILLUSTRATIVE: A DENTAL OFFICE

Thousands of inactive patients: start with Reactivate

Check consent, then run a small campaign. The replies show why fast answers matter.

ILLUSTRATIVE: A HOME SERVICES COMPANY

Traffic but few inquiries: start with Convert

Give every page one next step and add booking. Now getting found is worth paying for.

ILLUSTRATIVE: A BUSY CONTRACTOR

Lots of jobs, few reviews: start with Build Trust

Ask after every job. New reviews feed Get Found and the best become posts.

YOUR NEXT STEP

Run the check on one business this week.

GO DEEPER

The Affiliate Bonus stack

Sign up for HighLevel through the All Things GHL link and your paid plan unlocks a tiered stack of tools and training built for agencies.

FREE FOR AFFILIATES

Your Website Report

This whole framework and its audit engine are built into the platform we made. Anyone who is our affiliate gets access for free. It is open to Votel affiliates today, and we are opening it to HighLevel affiliates very soon.

ONLINE

allthingsghl.com/local-growth-loop

The interactive FAST 7 Growth Audit and a deep dive on every system.

BUILD IT

Start with HighLevel

Plans and usage rates change, so check HighLevel's pricing page before you quote a client.

We help local businesses keep GROWING.

Sources: BrightLocal, Local Consumer Review Survey 2026 (1,002 US adults); Harvard Business Review, "The Short Life of Online Sales Leads" (2011). HighLevel features as of November 2026; several are in Labs or beta, so confirm in your account before you sell. Examples are illustrative. Not legal advice: texting, recording and review rules vary by location. All Things GHL is independent and not operated by HighLevel. Fer Patel is a HighLevel affiliate partner, and the HighLevel link is an affiliate link.