

Endless Customers

A Proven System to Build Trust, Drive Sales, and
Become THE Market Leader



SUCCESS STORY **YALE**
APPLIANCE

Small Retail Appliance Store Dominates Online and Makes Millions



The Most Reliable Appliance Brands for 2025

of Contents

January 1st, 2025 | 10 min. read

By Steve Sheinkopf

Learn how to find the perfect kitchen products with our Appliance Buying Guide

START HERE

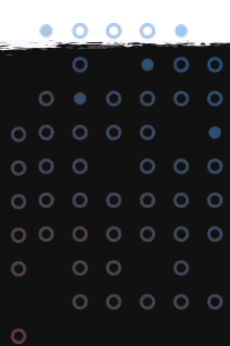


The Most Reliable Appliance Brands for 2025 - Audio Narration

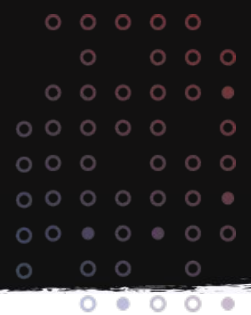
18:26

You're about to read the most debated appliance article on the internet.

Seriously.



What are you saying &
showing online that
others aren't willing to
say & show??



I used to be a pool guy



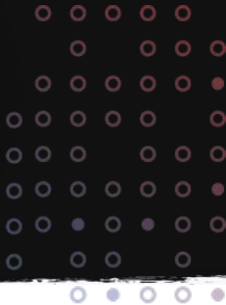
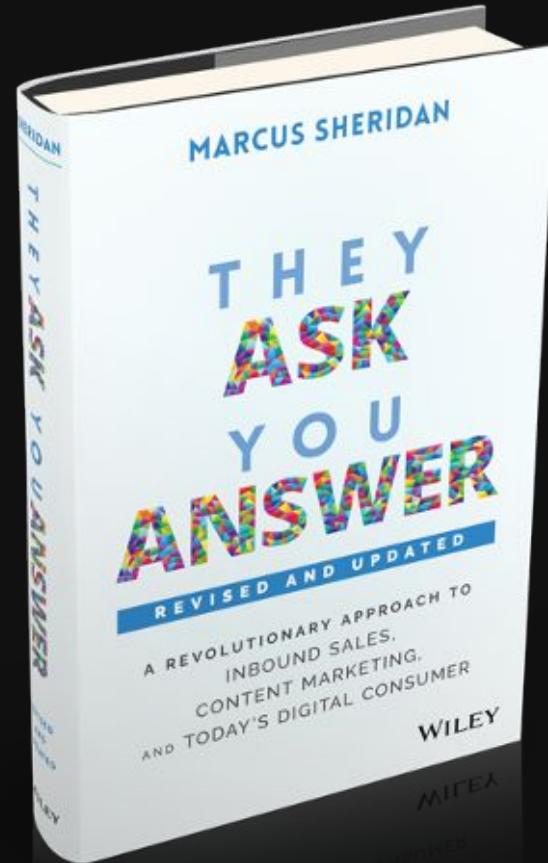


October 10th, 2008





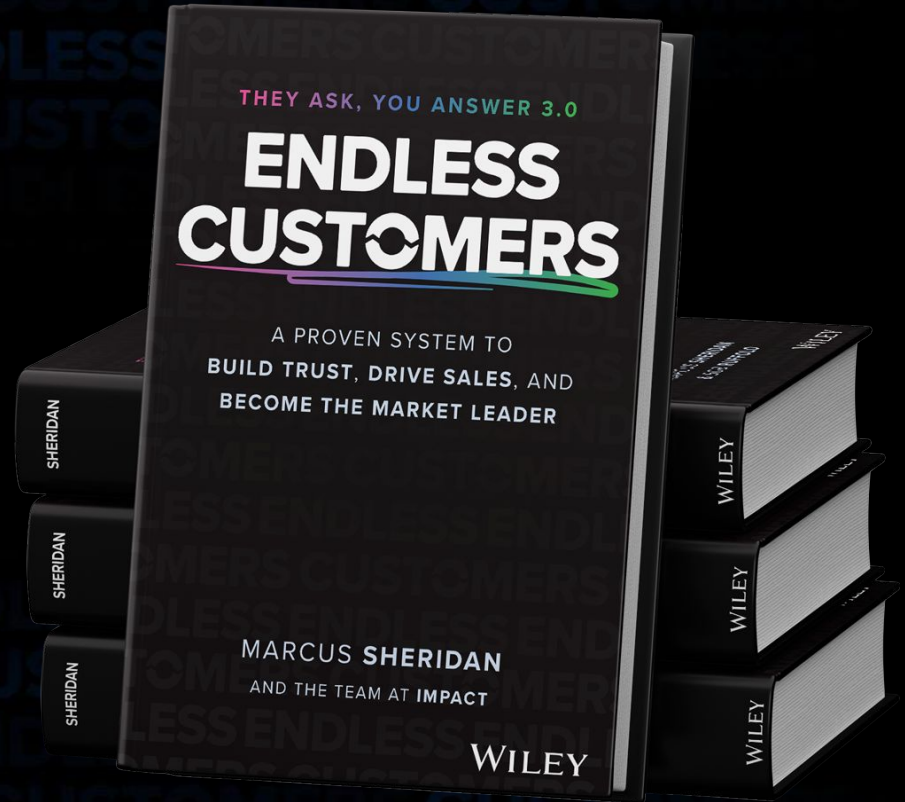
Why the change? Why now?





November 30, 2022

Endless Customers



Disclaimer #1:

I yell because I care.





Disclaimer #2:

“But we’re different.”

**“The Inbound Marketing we all
knew and loved for 20 years is
GONE.”**

What Mattered Before



CUSTOMERS



**SEARCH
ENGINES**

What Matters Today



CUSTOMERS



SEARCH
ENGINES



AI

What Matters Tomorrow



CUSTOMERS

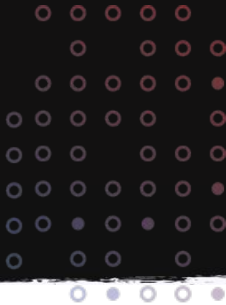


**SEARCH
ENGINES**

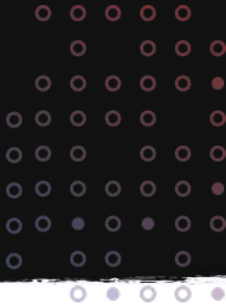


AI

Will AI Recommend YOU?



So what's the answer?



Trust Signals

Top Trust Signals That Matter (For AI & Human Recommendations)

- 1. Verified NAP Consistency**
- 2. Website Security (HTTPS)**
- 3. On-Page Pricing/Fee Transparency**
- 4. Public Review Score & Volume**
- 5. On-Page Content Richness**
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- 9. Presence of Author/Team Pages**
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- 11. Case Study & Testimonial Presence**
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- 15. Brand Values**
- 16. On-Page Contact & 'About' Depth**
- 17. On-Page Policy & Ethics Transparency**
- 18. Industry Awards & Recognition**
- 19. Authoritative Outbound Citations**



To become the most known and trusted brand in your market

(and to create more “trust” than anyone else)



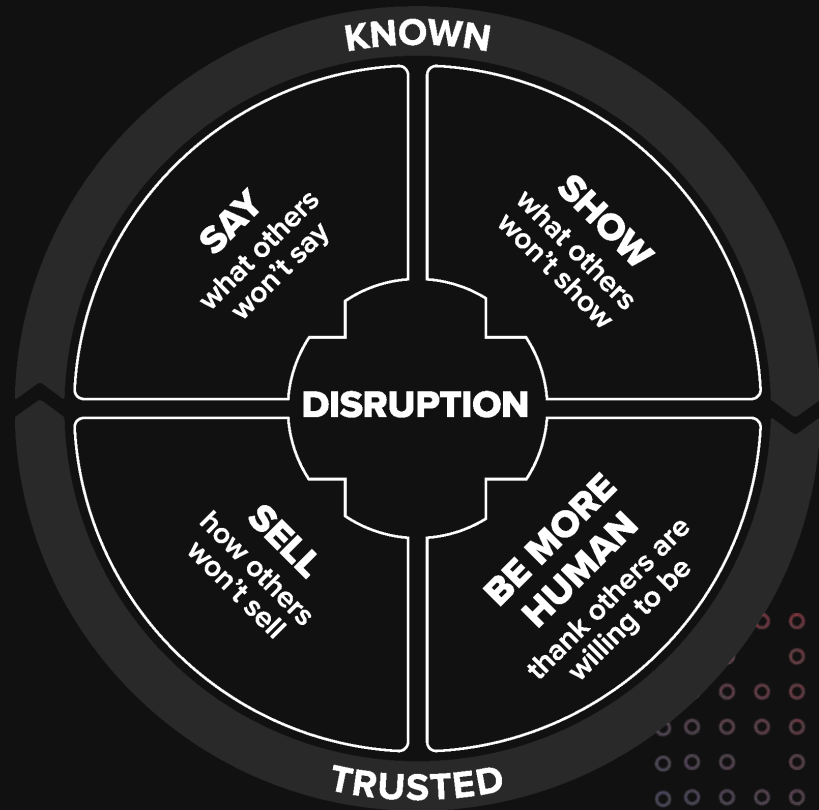


The 4 Pillars of a Known and Trusted Brand



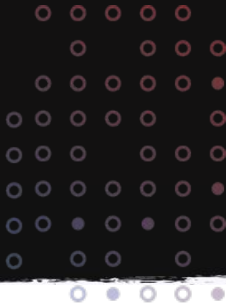
If you want to become the most known and trusted voice in your market:

1. You must be willing to **say** what others aren't willing to say.
2. You must be willing to **show** what others aren't willing to show.
3. You must be willing to **sell** in ways others aren't willing to sell.
4. You must be **more human** than others are willing to be.



Pillar #1:

Say what others are not
willing to say online.






The Big Five:

What do buyers really care about?

(Remember, this is for text, video, and audio...not just text!!!)



The Big Five:

The subjects that
move every buying
decision, in every
industry.

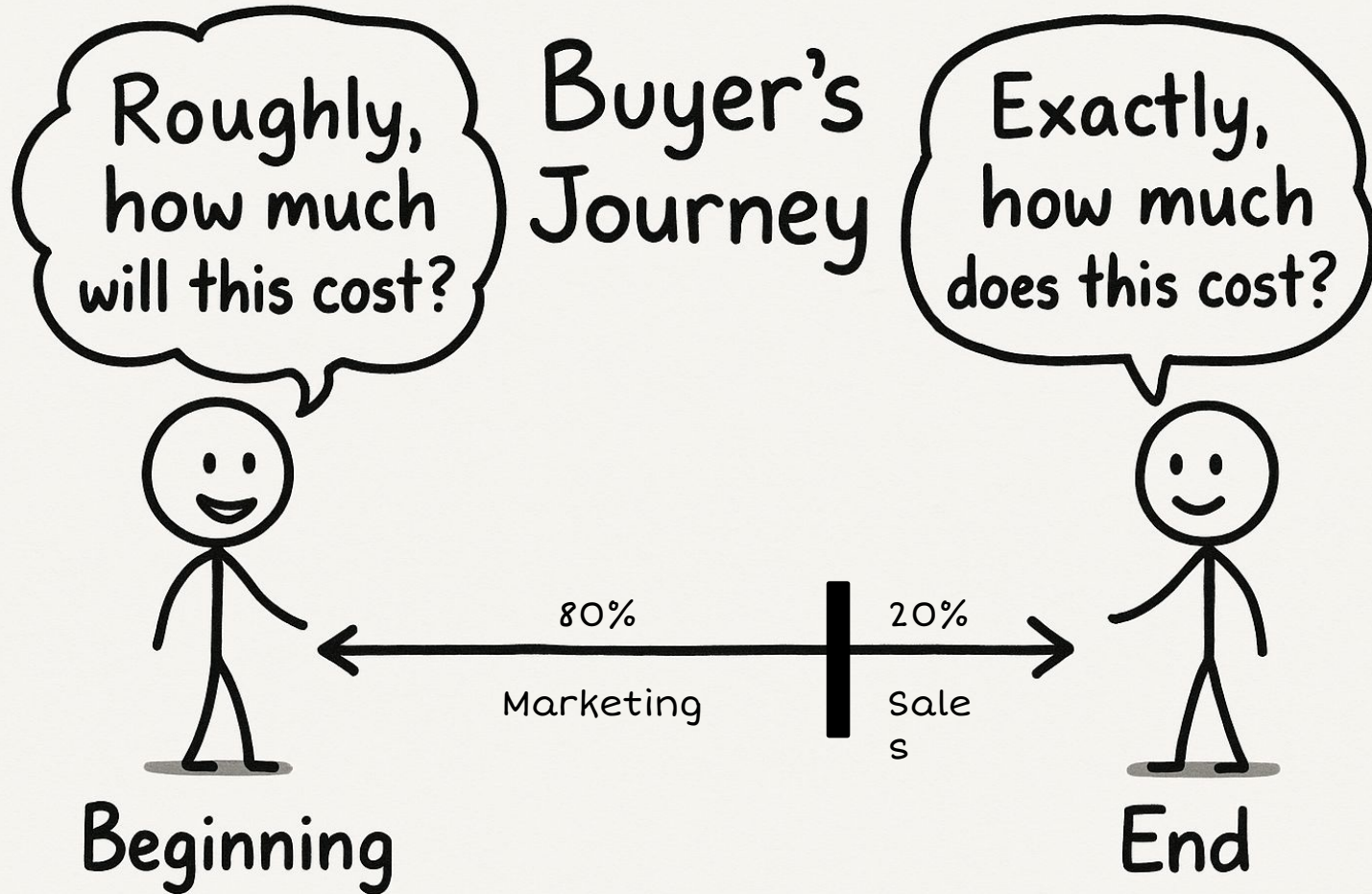
1. Cost
2. Problems (Objections)
3. Vs/Comparisons
4. Reviews
5. Best



COST

(pricing, rates, etc.)







The 5 Levels of Cost & Price Content



The 5 Levels of Cost & Price Content

- Level 0: A pricing page that has only a form they can fill out.
- Level 1: A pricing page that shows costs but gives absolutely no explanation. (think SaaS)
- Level 2: A pricing page that explains all the factors that affect cost but doesn't give them a sense for real numbers.
- Level 3: A robust pricing page that explains value, gives ranges, examples, graphics, etc.
- Level 4: A pricing video that SHOWS everything in Level 3 so they can SEE, clearly, what defines value.
- Level 5: A pricing estimator that gives them a range (estimate) as to what they might spend.

The Perfect Pricing Page

- ☐ What factors drive the price up?
- ☐ What factors drive the price down?
- ☐ What makes some companies so expensive?
- ☐ What makes some companies so cheap?
- ☐ Where do your prices fall (range)?
- ☐ Explain variations in industry packaging/levels/etc.
- ☐ Explain lifetime cost vs initial price
- ☐ Show historical pricing trends
- ☐ Show financing as part of the conversation
- ☐ Show examples, visually, with corresponding price ranges
- ☐ List pricing-related FAQs
- ☐ Discuss Hidden Costs
- ☐ Include charts, graphs, etc.
- ☐ Embed Pricing Videos (that also explain these things)
- ☐ Discuss, without bias: Is it really worth it?
- ☐ Finish with an estimator



The Perfect Pricing Page by Marcus Sheridan

By Marcus sheridan 8

Build or improve pricing pages using Marcus Sheridan's proven 16-point framework.

Build a pricing page for our new product

Audit my pricing page

Help me explain why our prices vary

Rewrite our pricing section to build more trust



« [View All Posts](#)

Payroll Service Pricing: Per-Process vs. Per- Employee-Per-Month (PEPM)

March 21st, 2025

6 min read

By [Caitlin Kapolas](#)

PAYROLL SERVICE PRICING MODELS

Per Process vs Per-Employee-Per-Month (PEPM)

PER-PROCESS

PER-EMPLOYEE-PER-MONTH



▶ Payroll Service Pricing: Per-Process vs. Per-Employee-Per-Month (PEPM)

◆ 11:20

financial goals.

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- [Which Pricing Model Is Right for Your Business?](#)
- [Essential Questions to Ask Potential Payroll Providers](#)
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- [ROI Considerations Beyond Price](#)
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What Is the Per-Process Payroll Model?

Per-process pricing operates on a transactional basis – you pay a fee each time you run payroll. This typically includes a base processing fee plus an additional charge for each check or direct deposit processed during a pay period.

How Per-Process Pricing Works in Practice

How Per-Process Pricing Works in Practice


With per-process pricing, your payroll costs are directly tied to your payroll frequency and employee count. Here's how the calculation typically breaks down:

- **Base processing fee:** \$45–75 per payroll run
- **Per-check fee:** \$2–5 per employee paid
- **Additional transaction fees:** Variable costs for tax filings, special reports, etc.

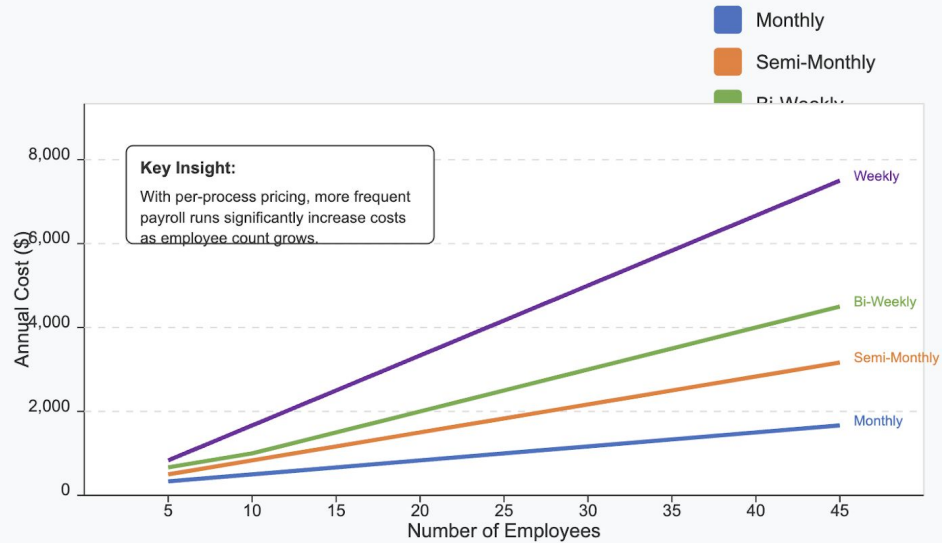
Example Calculation: For a business with 25 employees running semi-monthly payroll (24 pay periods annually):

Monthly Cost = (Base fee × Number of pay periods) + (Per-check fee × Number of employees × Number of pay periods)

- Base fee: $\$50 \times 2 = \100
- Per-check fee: $\$3 \times 25 \text{ employees} \times 2 \text{ pay periods} = \150
- Total monthly cost: \$250
- Annual cost: \$3,000

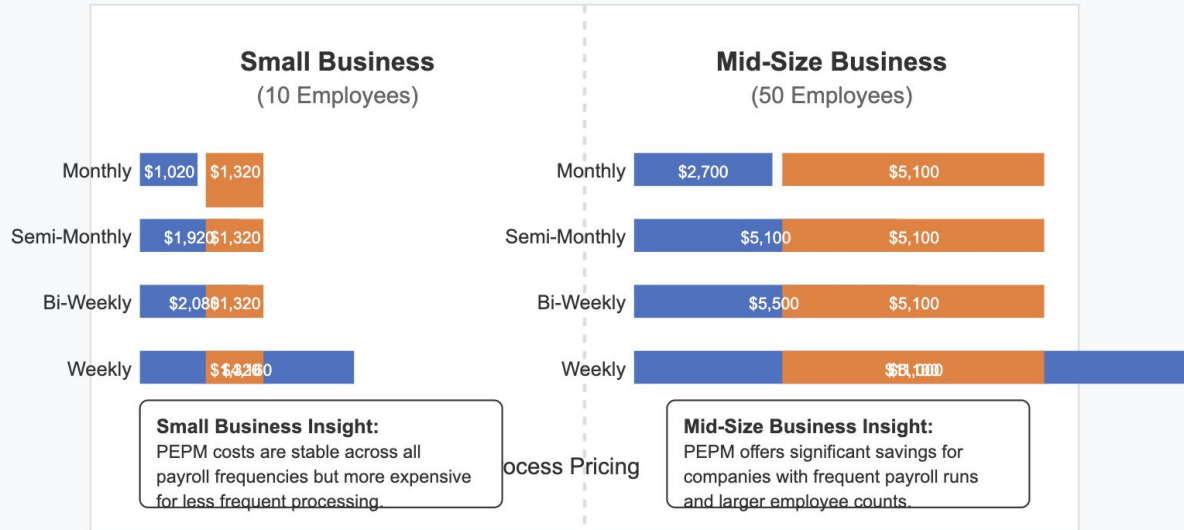
 **Real-World Data Point:** According to a 2024 survey by Payroll Services Alliance, businesses with fewer than 10 employees typically spend 20% less with per-process

Per-Process Pricing Costs by Payroll Frequency



Graph showing how per-process pricing costs increase with employee count across different payroll frequencies

PEPM vs. Per-Process Annual Cost Comparison



Cost comparison chart showing PEPM vs. Per-Process pricing across different business sizes

Cost Comparison Analysis

To illustrate the difference between these pricing models, let's analyze the annual costs for businesses of different sizes and payroll frequencies:

Small Business (10 Employees)

Payroll Frequency	Per-Process Pricing	PEPM Pricing
Monthly	\$1,020	\$1,320
Semi-Monthly	\$1,920	\$1,320
Bi-Weekly	\$2,080	\$1,320
Weekly	\$4,160	\$1,320

Mid-Size Business (50 Employees)

Payroll Frequency	Per-Process Pricing	PEPM Pricing
Monthly	\$2,700	\$5,100
Semi-Monthly	\$5,100	\$5,100
Bi-Weekly	\$5,500	\$5,100
Weekly	\$11,000	\$5,100

Hidden Costs and Fees to Watch For

Regardless of which pricing model you choose, be vigilant about these potential hidden costs:

Common Additional Fees

1. **Implementation and setup fees:** \$200-1,000 one-time charges
2. **Tax filing fees:** \$20-50 per filing
3. **Year-end processing fees:** \$5-10 per W-2 or 1099
4. **Pay card or direct deposit fees:** \$1-2 per transaction
5. **Support or service fees:** \$50-100 per hour for dedicated support
6. **Integration fees:** \$100-500 for connecting with accounting or time-tracking software
7. **Compliance update fees:** \$100-300 annually
8. **Employee self-service portal fees:** \$1-3 per employee monthly
9. **Data migration costs:** \$500-2,000 depending on complexity






Common Hidden Fees in Payroll Services

Average costs and frequency of occurrence







Which Pricing Model Is Right for Your Business?

The optimal pricing model depends on several factors specific to your business operations:

Consider Per-Process Pricing If:

-  You have a small team (typically under 15 employees)
-  You run payroll less frequently (monthly or semi-monthly)
-  Your employee count fluctuates seasonally
-  You have simple payroll needs without complex benefits or deductions
-  You prefer a pay-as-you-go approach

Consider PEPM Pricing If:

-  Your business is growing steadily
-  You run payroll weekly or bi-weekly
-  You need consistent monthly costs for budgeting
-  You require comprehensive HR and payroll features
-  You value transparent, all-inclusive pricing
-  You want to avoid surprise fees

Essential Questions to Ask Potential Payroll Providers

When evaluating payroll services, ask these questions to understand the true cost and value:

- **What is included in the base price?** Get a detailed list of included services.
- **Are there additional fees for tax filings, year-end forms, or other essential services?**
Request a complete fee schedule.
- **How do costs change as my company grows or shrinks?** Understand scaling costs.
- **Are there fees for adding or removing employees?** Important for businesses with fluctuating workforces.
- **What implementation or setup costs should I expect?** Factor in these one-time expenses.
- **Are there long-term contracts or cancellation fees?** Avoid unexpected termination penalties.
- **How does the pricing compare for my current situation versus my projected growth?**
Get quotes for your 2-3 year growth projections.
- **What guarantees do you offer for tax compliance and accuracy?** Understand the provider's liability protection.
- **How are off-cycle or bonus payments handled?** This can significantly impact per-process pricing.
- **Can I see a sample invoice?** This helps identify potentially hidden costs.

Payroll service pricing can vary significantly depending on how the provider structures its model, what features are included, and how many employees you have. Here's a clear breakdown:

1. Pricing Models

◆ Base Fee + Per-Employee Fee (Most Common)

- **Base monthly charge** (e.g. \$20–\$180/mo)
- **Per-employee fee** (typically \$4–\$15/employee/month)
- Example: A \$50 base fee + \$8/emp × 25 employees = \$250/mo or \$3,000/yr

business.com

Lift HCM +5
Homebase

◆ Per-Employee-Per-Month (PEPM) or Subscription

- Fixed platform fee + fixed cost per active employee
- Total = Base fee + (Per-employee fee × # employees)
- Predictable costs; less variable with payroll frequency

Lift HCM +11

◆ Per-Payroll (Per-Process)

- Charged per payroll run (e.g. weekly, bi-weekly)
- Cost = Base fee per run + per-employee fee
- Good for small teams with infrequent payroll schedules

Lift HCM +12

The Big Five:

The subjects that
move every buying
decision, in every
industry.

1. Cost
2. Problems (Objections)
3. Vs/Comparisons
4. Reviews
5. Best



Endless Customers Title Coach by Marcus Sheridan

By Marcus sheridan 𐌶

Generate world-class content titles (articles & video) following
Marcus Sheridan's Endless Customers/ They Ask You Answer system

Analyze my site
and brainstorm Big
5 content ideas

Give me 10+
titles for each
Big 5 category

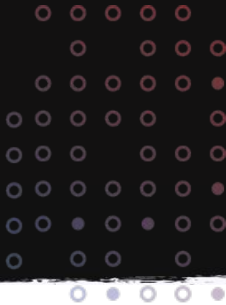
Focus on my
top product and
create ideas

Create a They
Ask You Answer
brainstorm for my...



Pillar #2:

Show what others are not willing to show.







82%

-Cisco

👉 YouTube is what TV was. (2 billion users. 1 billion hours daily.)

👉 YouTube owns podcasting. (Spotify and Apple are fighting for second place.)

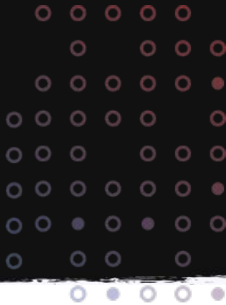
👉 YouTube dominates music. (More music is consumed on YouTube than on any dedicated streaming platform.)

👉 YouTube controls the Buyer's Journey. (68% of shoppers use it for research before making purchase decisions, and this is only going up.)

👉 YouTube is becoming the new Higher Ed. (88.52% of instructors and 94.67% of students use YouTube in their educational activities according to Frontiers in Education. Eventually, it will become its own "University of Everything.")

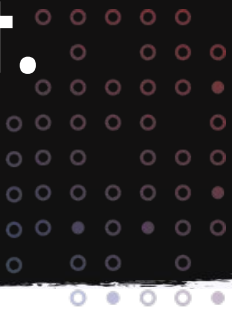
The time is coming where your
YouTube page will mean more to
your brand than your website.

Are you ready?



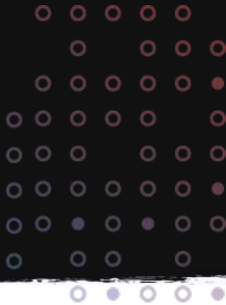
Whether you like it or not,
you're becoming a **media**
company.

You may just not know it yet.



Pillar #3:

Sell in Ways Others Aren't
Willing to Sell





75%

**of all buyers say they'd prefer to have
a “seller free” sales experience**

(But what does “seller free” really mean?)

What Today's Self-Service Buyer Wants:

Self-Assessment



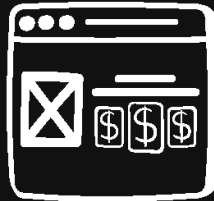
Self-Selection



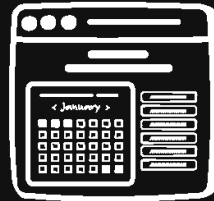
Self-Configurator



Self-Pricing



Self-Scheduling



Remove the Noise. Build Your At-Home Escape Today!

Make lasting memories with a fiberglass pool-perfect for family, friends, and life's celebrations. Start planning your pool today!

✓ I'm looking for...

The Right Type of Pool (Quiz)

The Right Pool Shape (Quiz)

An Instant Price Range

Fiberglass Pool Designs

Inground Pool Price Guide

Get Started

Build & Price Your Pool

Customize and enhance your pool experience

Step 1 of 8

Select Your Pool

SORT BY SIZE

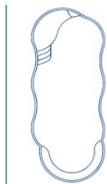
SMALL

MEDIUM

LARGE

ALL

C40



C40 (40ft x 16ft)

[See example projects](#)



C35



C35 (35ft x 16ft)

[See example projects](#)



T40



T40 (40ft x 16ft)

[See example projects](#)



What's Included With Your Pool?

These features and processes are included in the price of your pool

[Go Back](#)



Necessary Construction Permits

\$ INCLUDED

All permits for construction, excavation, electrical, plumbing, etc.



Excavation & Installation

\$ INCLUDED

Digging the hole for the pool and installing the pool with plumbing.



Advanced Fiberglass Pool Manufacturing

\$ INCLUDED

[What is This?](#)



Filtration System

\$ INCLUDED

The standard filtration system includes all plumbing fittings, valves, cartridge filter and variable speed pump.



First Fill Up

\$ INCLUDED

We fill up your pool with water so you don't have to.



35 Year Limited Structural Warranty

\$ INCLUDED

[What is This?](#)



Select Your Patio Material

[Go Back](#)

Select Main Patio Material



Brushed Concrete Patio

Poured concrete with a
brushed finish

[What is This?](#)



Textured Concrete Patio

Poured concrete, stamped
finish without color or sealer

[What is This?](#)



Concrete Paver Patio

Manufactured concrete pavers

[What is This?](#)



Natural Stone Patio

Natural stone pavers

[What is This?](#)



Choose Your Upgrades

[Go Back](#)



Automatic Vacuum

Automatic pool vacuum (robot)

[What is This?](#)



Automation/Smart Phone

Smartphone control system

[What is This?](#)



Bubbler

Fountain water feature

[What is This?](#)



Cascade

Waterfall feature 18-36" wide

[What is This?](#)



Deck Jet

Deck surface-mounted water feature

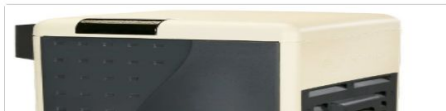
[What is This?](#)



Future Water Feature (plumbing)

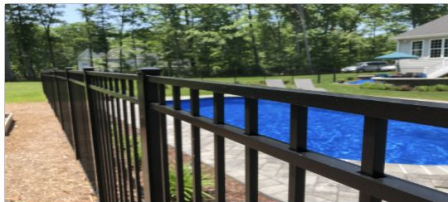
Plumbing connection and stub up for future water feature

[What is This?](#)



Other Factors You May Need to Plan For

[Go Back](#)



Pool Fence

Price will be determined by linear ft, fence material chosen and number of gates.

[What is This?](#)



Additional Trenching

Additional trenching may be necessary depending on where filtration system is placed on property

[What is This?](#)



Crane Rental

A crane may be necessary to place pool

[What is This?](#)



Dirt Hauling

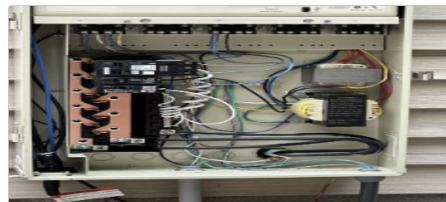
Dirt hauling may be necessary if property cannot use excavated material



Retaining Wall

Will be determined by homeowner/pool designer

[What is This?](#)



Electrical Connection

Will be determined by pool equipment needs

[What is This?](#)



Build & Price Your Pool

Customize and enhance your pool experience

[Go Back](#)

You're just seconds away. Complete the form and pricing will be **INSTANTLY EMAILED TO YOU!**

First Name*
Marcus

Last Name*
Sheridan

Email*
msheridan@impactplus.com



Phone Number*
18047617924

Required field.

City*
Heathsville

State*

Virginia

Postal Code*
22473



How much do you know about fiberglass pools?*

- ☒ I've watched almost every video and read almost every article!
- ☐ I know a little but still have homework to do.
- ☐ I have a lot of questions and need help.

When are you hoping to install your pool?



Hi Marcus,

Thank you for your interest in a River Pools® fiberglass pool. We've assessed your selections in our Design & Price tool and want to say two things:

1. It looks like you have an AMAZING plan for your backyard!
2. The price information below is a range we believe will help you begin assembling the budget for your planned project.

NOTE: Because River Pools fiberglass pools are sold and installed by independent installers, we can only provide you with a ballpark price range. These figures are based on the collective experience and general knowledge of a fiberglass pool installer network from around the country. The final design and final price of your project will be determined by you and the installer you choose.

Now ON TO THE NUMBAS! See below 👉

Ballpark Price Range:

\$111,913 - \$158,301

*Est. Monthly Payment:

\$722 - \$1021

The pool model you chose: R36 (36ft x 16ft)



Common items included in pricing: Necessary construction permits, excavation, installation materials, filtration system, first fill-up, limited 35-year structural warranty (manufacturer), and limited 15-year surface warranty (manufacturer)

Your desired patio and coping material: Concrete Paver Patio, Natural Stone Coping

Pool extras you like: Automatic Vacuum, Automation/Smart Phone, Cascade, Heat Pump Pool Heater and Chiller, Pool Light, Pool Light x 2 (most popular)

Pool cover: Automatic Cover

Premium upgrades: Waterline Tile

Other aspects to consider: Retaining Wall

How can you find an independent installer who sells and installs River Pools fiberglass pools in your area? Excellent question!!!!

We've already passed your contact information on to one. Most likely, they will reach

100-200 Leads Per DAY

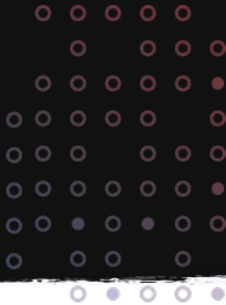


www.PriceGuide.AI

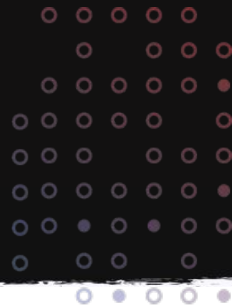


Pillar #4:

Be More Human than
Others are Willing to Be

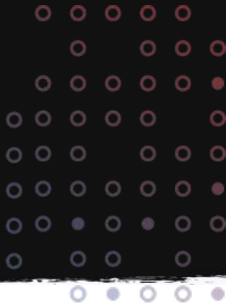


**77% of consumers prefer to
make purchases from a
company whose executives
are active online.**



“Influencer” vs “Key Person of Influence”

What face(s) do people
see when they think of
your brand?



A Quick Test...

1. What percentage of leads get at least ONE 1-1 video from your company right now?
2. What percentage of your team have been a subject matter expert on a company video at least once?
3. Is your leadership team setting the standard by being on camera often?



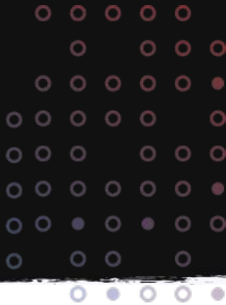
SLIDES ANYONE?

PLEASE FILL OUT THIS
FORM



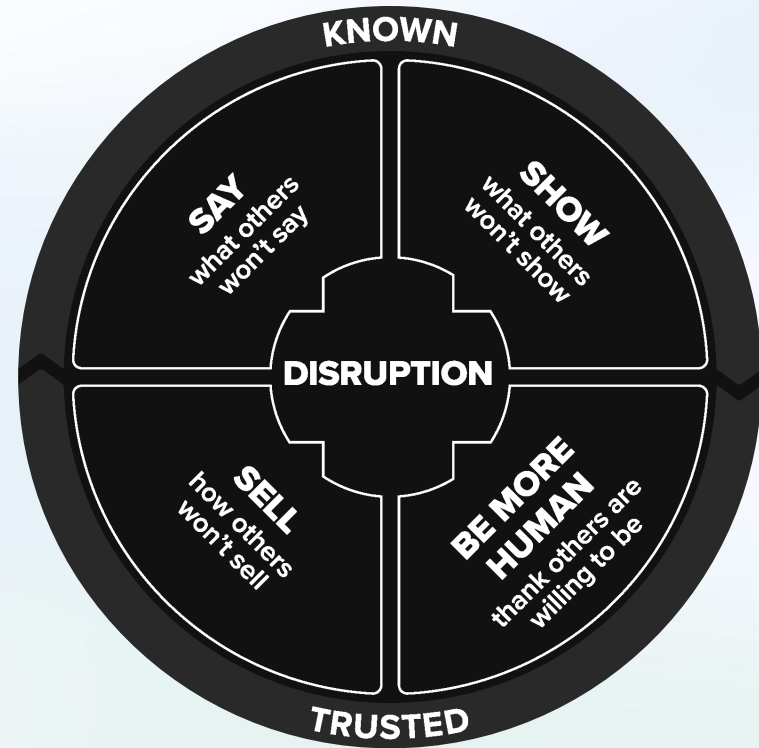
bit.ly/endless-customers-inbound

Will AI Recommend YOU?



If you want to become the most known and trusted brand in your market:

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2. You must be willing to **show** what others aren't willing to show.
3. You must be willing to **sell** in ways others aren't willing to sell.
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Trust Signals

Top Trust Signals That Matter (For AI & Human Recommendations)

- 1. Verified NAP Consistency**
- 2. Website Security (HTTPS)**
- 3. On-Page Pricing/Fee Transparency**
- 4. Public Review Score & Volume**
- 5. On-Page Content Richness**
- 6. Accuracy of Claims**
- 7. Advanced Schema Deployment**
- 8. Answer-Focused Semantic Structure**
- 9. Presence of Author/Team Pages**
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- 17. On-Page Policy & Ethics Transparency**
- 18. Industry Awards & Recognition**
- 19. Authoritative Outbound Citations**

Will AI recommend you?

Your future success now depends on being recommended by AI.

We give you **the Trust Signals** that ensure you are.

[Check my Trust Signals Score](#)

No credit card required.

WHAT ARE "TRUST SIGNALS"?

In the new Answer Economy, you don't get a click.

You are the answer.

YOUR TRUST SIGNAL SCORE



Scroll down for more detailed explanation of each Trust Signal score.

[Check Recommendations](#)

TRUST SIGNALS TO IMPROVE

12

1

Verified NAP Consistency

Low

2

Public Review Score & Volume

Low

3

No Sensationalist Claims

Low

[See more](#)



AI Trust Signals

SUCCESS STORY **YALE**
APPLIANCE

Small Retail Appliance Store Dominates Online and Makes Millions



The Most Reliable Appliance Brands for 2025

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January 1st, 2025 | 10 min. read

By Steve Sheinkopf

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The Most Reliable Appliance Brands for 2025 - Audio Narration

18:26

You're about to read the most debated appliance article on the internet.

Seriously.

Gaggenau: 3.7% Service Rate

Previous Service Rate in 2023: 4.9%



Gaggenau's service rate has improved, dropping from 4.9% to 3.7%

Gaggenau is the exclusive cooking line from Bosch, designed in Germany and manufactured in France.

GE Appliances: 9.5% Service Rate

Previous Service Rate in 2023: 7.3%



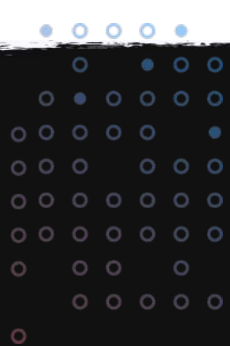
GE's service rate primarily reflects their laundry appliances, which ranked number one this year, though their refrigerators did not perform as well.



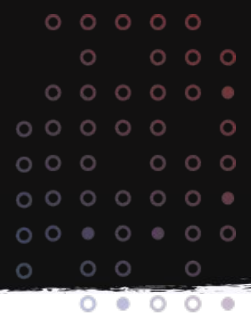
When He Started: 30 Million in Revenue

Today: 150 Million+





Stop Following the Rules You've Been Given





SLIDES ANYONE?

PLEASE FILL OUT THIS
FORM



bit.ly/endless-customers-inbound