

THE GRAVITY GROWTH & SALES DASHBOARD

Release 1.1 | Sustainable demand, qualified pipeline, controlled conversion, and scalable learning

QUALIFIED PIPELINE \$0	WEIGHTED PIPELINE \$0	PIPELINE COVERAGE 0.0x	ACTIVE OPPOR 0
CAMPAIGN CONVERSION 0.0%	OFFER GUARDRAIL FAILURES 0	LISTINGS READY 0%	VISIBILITY GAP 0
1.1 \$0	ACTIVE EXPERIMENTS 0	OVERDUE ACTIONS 0	FAILED CONTR 3

MANAGEMENT SIGNAL

Placeholder for management signal content, such as "Sustainable demand, qualified pipeline, controlled conversion, and scalable learning"

START HERE

Use this workbook as the digital control center for GRV-G01 through GRV-G06

[OPEN LINKED GRAVITY GLOSSARY →](#)

THE SIX OPERATING RULES

1	Yellow cells are approved inputs. Blue-gray cells are not approved inputs.
2	Use opportunity, campaign, offer, account, experience, and other terms to describe the business.
3	Every material offer, campaign, proposal, ever, and other terms to describe the business.
4	Use current evidence, source dates, definitions, and other terms to describe the business.
5	No fake reviews, misleading claims, hidden material, and other terms to describe the business.
6	Review weekly. Close the loop with one owner.

FIRST 90 DAYS

Days 1-30	Confirm definitions, run visibility, quality, and other terms to describe the business.
Days 31-60	Run visibility, quality, and other terms to describe the business.
Days 61-90	Add catering, and other terms to describe the business.
Weekly	Review Dashboard, and other terms to describe the business.
Publisher	The Gravity System, and other terms to describe the business.

GRV-G TOOL INDEX

Thirty operating tools across six coordinated growth and sales areas

[OPEN LINKED GRAVITY GLOSSARY →](#)

Tool ID	Control Area	Tool Name	Owner	Frequency
GRV-G01	Market Position & Growth Strategy	Growth Baseline & Opportunity Audit	GM/Owner	Quarterly
GRV-G02	Market Position & Growth Strategy	Market & Trade Area Profile	Growth Owner	Semiannual
GRV-G03	Market Position & Growth Strategy	Guest Segment & Occasion Map	Growth Owner	Quarterly
GRV-G04	Market Position & Growth Strategy	Competitive Position & Differentiation Review	GM/Owner	Quarterly
GRV-G05	Market Position & Growth Strategy	Annual Growth Strategy & Revenue Goal Map	Owner/GM	Annual; monthly review
GRV-G06	Local Visibility & Demand Generation	Local Visibility & Discovery Audit	Growth Owner	Monthly
GRV-G07	Local Visibility & Demand Generation	Local Listing & Search Presence Control	Digital Owner	Monthly and at change
GRV-G08	1.1	Reputation & Review Growth Plan	GM/Growth Owner	Monthly
GRV-G09	Local Visibility & Demand Generation	Local Content & Promotion Calendar	Marketing Owner	Monthly
GRV-G10	Local Visibility & Demand Generation	Community Presence & Local Outreach Planner	GM/Growth Owner	Monthly
GRV-G11	Sales Pipeline & Revenue Development	Sales Channel & Opportunity Pipeline	Sales Owner	Weekly
GRV-G12	Sales Pipeline & Revenue Development	Lead Qualification & Priority Worksheet	Sales Owner	At qualification
GRV-G13	Sales Pipeline & Revenue Development	Sales Conversation & Needs Discovery Guide	Sales/Event Owner	Per qualified opportunity
GRV-G14	Sales Pipeline & Revenue Development	Proposal, Quote & Follow-Up Planner	Sales/Event Owner	Per proposal
GRV-G15	Sales Pipeline & Revenue Development	Lost Sale, Objection & Conversion Review	Sales Owner	Weekly/monthly
GRV-G16	Offers, Campaigns & Conversion	Offer Strategy & Guardrail Worksheet	GM/Growth Owner	Per offer
GRV-G17	Offers, Campaigns & Conversion	Campaign Brief & Approval Plan	Marketing Owner	Per campaign
GRV-G18	Offers, Campaigns & Conversion	Channel-Specific Campaign Planner	Marketing Owner	Per channel/campaign
GRV-G19	Offers, Campaigns & Conversion	Conversion Path & Landing Experience Review	Growth/Digital Owner	Per campaign; quarterly
GRV-G20	Offers, Campaigns & Conversion	Campaign Results & Next-Best-Action Review	Growth Owner	Per campaign
GRV-G21	Catering, Events & Partnerships	Catering Sales Development Plan	Catering Owner	Quarterly
GRV-G22	Catering, Events & Partnerships	Private Dining & Event Sales Planner	Event Owner	Weekly
GRV-G23	Catering, Events & Partnerships	Local Business & Organizational Account Plan	Sales Owner	Monthly
GRV-G24	Catering, Events & Partnerships	Community Partnership & Sponsorship Review	GM/Owner	Per opportunity
GRV-G25	Catering, Events & Partnerships	Referral & Strategic Alliance Plan	Growth Owner	Quarterly

GRV-G TOOL INDEX

Thirty operating tools across six coordinated growth and sales areas

[OPEN LINKED GRAVITY GLOSSARY →](#)

Tool ID	Control Area	Tool Name	Owner	Frequency
GRV-G26	Measurement, Scaling & Renewal	Weekly Growth & Sales Review	GM/Growth Owner	Weekly
GRV-G27	Measurement, Scaling & Renewal	Growth Funnel & Conversion Scorecard	Growth Analyst/GM	Monthly
GRV-G28	Measurement, Scaling & Renewal	Growth Experiment & Learning Log	Growth Owner	Per experiment
GRV-G29	Measurement, Scaling & Renewal	Scalable Growth Playbook & Replication Test	Owner/Operations	Per scale decision
GRV-G30	Measurement, Scaling & Renewal	Annual Growth Renewal & 180-Day Roadmap	Owner/GM	Annual

LINKED GRAVITY GLOSSARY

Controlled definitions for this system. Select a term from Start Here to open this reference.

Glossary ID	Term	Gravity definition	Primary system use
GLOSS-001	Accountable owner	The person ultimately responsible for ensuring that a required result is achieved. Work may be assigned to others, but accountability remains with this person.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-002	Action owner	The person assigned to complete a specific action, provide the required evidence, and report its status by the due date.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-005	Approval	A documented decision by a person with the authority to accept, reject, release, or change a defined item.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-006	Approved version	The currently authorized form, standard, process, workbook, or document identified through version control.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-009	Authority	The legitimate right to make, approve, stop, escalate, or change a decision within defined limits.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-012	Baseline	The documented starting condition used to compare later performance, adoption, risk, or results.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center

GLOSS-017	Campaign conversion	Campaign conversions divided by reach/delivered.	Growth & Sales Building
GLOSS-018	Closeout	The documented decision that an action, issue, incident, or implementation is complete, including evidence, verification, date, and remaining follow-up.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-022	Control	A designed action, rule, approval, check, restriction, or record intended to prevent, detect, correct, or contain an unacceptable result.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-026	1.1	A documented response intended to eliminate, reduce, or control the cause of a confirmed problem, with an owner, due date, evidence, and effectiveness review.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-029	Decision rights	The defined boundaries identifying who may decide, approve, recommend, perform, stop, or escalate a matter.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-034	Escalation	A controlled transfer of a decision or issue to a person with greater authority, expertise, or responsibility because a threshold, deadline, risk, or boundary has been reached.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-036	Evidence	Reliable information showing what occurred, what was decided, whether a requirement was met, or whether a result was achieved.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center

GLOSS-038	Exception	An approved, limited, and time-bound departure from a standard, supported by authority, rationale, compensating controls, and review.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-040	Experiment lift	Result minus baseline divided by baseline; interpret with test limitations.	Growth & Sales Building
GLOSS-043	Frequency	The required completion rhythm for a control or tool, such as per event, daily, weekly, monthly, quarterly, annually, or when a defined change occurs.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-044	Goal	A defined result the restaurant intends to achieve, supported by scope, ownership, measures, timing, and acceptance criteria.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-045	Gravity standard	An approved Gravity requirement or operating expectation that remains subordinate to applicable law, regulation, official authority, contract, and platform rules.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-047	Implementation	The controlled process of turning an approved goal or standard into configured tools, trained behavior, operating practice, evidence, verification, and sustainment.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-055	Listing readiness	All required listing accuracy and ownership controls complete.	Growth & Sales Building
GLOSS-061	Metric	A defined measurement calculated from identified data using an approved formula, period, scope, source, and interpretation rule.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center

GLOSS-063	<u>Objective</u>	A specific result or condition that supports a larger goal and can be evaluated through defined evidence.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-064	<u>Offer guardrail failure</u>	Offer missing any required financial, capacity, authority, staff, tracking, or exclusion control.	Growth & Sales Building
GLOSS-070	<u>Overdue action</u>	Open action with due date before today.	Growth & Sales Building, Manager Development
GLOSS-072	<u>Pilot</u>	A limited, controlled test used to identify defects, resource needs, training gaps, and evidence before wider rollout.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-073	<u>Pipeline coverage</u>	Weighted pipeline divided by approved quarterly goal.	Growth & Sales Building
GLOSS-074	<u>Qualified pipeline</u>	Estimated value for records with Qualified? = Yes.	Growth & Sales Building
GLOSS-075	<u>Qualified review</u>	Review by a person with the required professional knowledge, organizational authority, license, certification, or subject-matter responsibility.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-080	<u>Record</u>	Retained information documenting an input, action, decision, approval, exception, result, or verification.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-081	<u>Recovery</u>	The controlled restoration of operations, technology, records, facilities, finances, staffing, or other capabilities after disruption.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center

GLOSS-092	Scope	The defined locations, roles, activities, records, time period, systems, and exclusions covered by a decision or implementation.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-095	Standard	An approved requirement or expectation used to guide work and evaluate conformance.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-097	System owner	The person accountable for the integrity, current version, controls, evidence, performance, and renewal of a defined system.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-100	Trigger	A defined event, condition, threshold, date, or signal that requires a tool, review, decision, action, or escalation.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-103	Verification	A fact-based check confirming that a required action occurred and met the defined acceptance criteria.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-104	Version control	The method used to identify, approve, release, replace, archive, and trace changes to controlled materials.	Growth & Sales Building, Guest Relationship & Retention, Implementation & Verification, Manager Development, Restaurant Performance & Profitability, Risk & Continuity, Standards & Intelligence Center
GLOSS-106	Weighted pipeline	Estimated value multiplied by stage probability.	Growth & Sales Building

SETTINGS & CONTROLLED DEFINITIONS

Change yellow assumptions only through the workbook owner's version-control process

MANAGEMENT SETTINGS					
Restaurant / group	Enter name	Text	Workbook display context	Owner/GM	At setup
Reporting period start	1/1/2026	Date	Selected reporting period	Growth Owner	Monthly
Reporting period end	12/31/2026	Date	Selected reporting period	Growth Owner	Monthly
Quarterly growth goal	\$0	Currency	Approved GRV-P incremental contribution or sales goal	Owner/GM	Quarterly
Pipeline coverage target	3.0x	Multiple	Weighted pipeline divided by goal	Owner/GM	Quarterly
Opportunity follow-up SLA days	3	Days	Standard next-action interval	Sales Owner	Quarterly
Review horizon days	14	Days	Upcoming review window	Growth Owner	Quarterly
Workbook version	1.1	Text	Controlled workbook version	Workbook Owner	At release

STAGE PROBABILITY MAP		
Stage	Probability	Use
New	10%	Initial fit not yet confirmed
Qualified	25%	Fit, timing, and authority confirmed
Discovery	40%	Needs discovery active
Proposal	60%	Controlled proposal issued
Decision Pending	80%	Decision process and date confirmed
Booked	100%	Won/committed
Lost	0%	Closed lost
Nurture	10%	Valid later opportunity

DASHBOARD CHART SUPPORT - DO NOT EDIT	
Stage	Count
New	0
Qualified	0
Discovery	0
Proposal	0
Decision Pending	0
Booked	0

Control	Ready %
Listings	0%
Visibility	0%
Offers	0%
Conversion Paths	0%
Actions On Time	0%

GROWTH BASELINE & OPPORTUNITY AUDIT

GRV-G01 / G05 | Reconcile current, target, source, capacity, and decision evidence

[illegible]

GROWTH BASELINE & OPPORTUNITY AUDIT

GRV-G01 / G05 | Reconcile current, target, source, capacity, and decision evidence

[illegible]

MARKET & TRADE AREA EVIDENCE

GRV-G02 | Use current sources and separate evidence from assumptions

[illegible]

MARKET & TRADE AREA EVIDENCE

GRV-G02 | Use current sources and separate evidence from assumptions

[illegible]

GUEST SEGMENT & OCCASION MAP

GRV-G03 | Prioritize reachable occasions the restaurant can serve consistently

[illegible]

GUEST SEGMENT & OCCASION MAP

[illegible]

COMPETITIVE POSITION & DIFFERENTIATION

[illegible]

LOCAL VISIBILITY & DISCOVERY AUDIT

GRV-G06 | Test whether guests can find accurate information and complete the intended action

[illegible]

LOCAL VISIBILITY & DISCOVERY AUDIT

GRV-G06 | Test whether guests can find accurate information and complete the intended action

[illegible]

LOCAL LISTING & SEARCH PRESENCE CONTROL

GRV-G07 | Control ownership, verification, accuracy, links, recovery access, and review dates

[illegible]

REPUTATION & REVIEW GROWTH

GRV-G08 | Measure honest review growth, response readiness, themes, and operating learning

[illegible]

REPUTATION & REVIEW GROWTH

GRV-G08 | Measure honest review growth, response readiness, themes, and operating learning

[illegible]

LOCAL CONTENT & PROMOTION CALENDAR

GRV-G09 | Schedule useful, accurate content with evidence, readiness, tracking, and review

[illegible]

LOCAL CONTENT & PROMOTION CALENDAR

[illegible]

COMMUNITY PRESENCE & LOCAL OUTREACH

[illegible]

SALES CHANNEL & OPPORTUNITY PIPELINE

GRV-G11 / G12 | One controlled next step, stage, value, probability, owner, and decision date

[illegible]

SALES CONVERSATION & ACTIVITY

[illegible]

PROPOSAL, QUOTE & FOLLOW-UP CONTROL

GRV-G14 | Control price source, promises, approvals, expiration, follow-up, and handoff

[illegible]

LOST SALE, OBJECTION & CONVERSION REVIEW

GRV-G15 | Use buyer evidence to distinguish controllable causes from assumptions

Review ID	Opportunity ID	Loss Date	Stage at Loss	Value	Stated Objection	Verified Lost Reason	Alternative Chosen	Price Factor	Capacity / Service Factor	No-Decision Factor	Controllability	System Action ID	Owner	Review Date
-----------	----------------	-----------	---------------	-------	------------------	----------------------	--------------------	--------------	---------------------------	--------------------	-----------------	------------------	-------	-------------

OFFER STRATEGY & GUARDRAILS

GRV-G16 | Approve guest value, contribution, capacity, exclusions, authority, readiness, and stop rules

[illegible]

CAMPAIGN CONTROL & RESULTS

[illegible]

CONVERSION PATH & LANDING EXPERIENCE

[illegible]

CONVERSION PATH & LANDING EXPERIENCE

[illegible]

CATERING & EVENT SALES

[illegible]

ACCOUNTS, PARTNERSHIPS & ALLIANCES

GRV-G23 / G24 / G25 | Control reciprocal value, commitment, permission, attribution, performance, and renewal

[illegible]

GROWTH EXPERIMENT & LEARNING LOG

GRV-G28 / G29 | Control hypothesis, baseline, change, measure, guardrails, learning, and replication

[illegible]

WEEKLY GROWTH & SALES REVIEW

GRV-G26 | One decision forum for pipeline, campaigns, visibility, events, experiments, blockers, and evidence

[illegible]

WEEKLY GROWTH & SALES REVIEW

GRV-G26 | One decision forum for pipeline, campaigns, visibility, events, experiments, blockers, and evidence

[illegible]

GROWTH CORRECTIVE ACTION LOG

GRV-G26 / G30 | Assign, verify, close, and renew every material growth-system action

[illegible]

GROWTH CORRECTIVE ACTION LOG

[illegible]

GROWTH CONTROL REVIEW CALENDAR

Schedule recurring tool, source, listing, campaign, account, experiment, and roadmap reviews

[illegible]

GROWTH CONTROL REVIEW CALENDAR

Schedule recurring tool, source, listing, campaign, account, experiment, and roadmap reviews

[illegible]

WORKBOOK CONTROL CHECKS

Blank-state controls are expected to fail until approved source data is entered

Check	Exceptions	Status	Owner / Fix
Growth baseline not established		1 FAIL	GM / Growth Owner
No controlled listing records		1 FAIL	Digital Owner
No opportunity pipeline records		1 FAIL	Sales Owner
Opportunities missing owner		0 PASS	Sales Owner
Opportunities missing next step date		0 PASS	Sales Owner
Opportunity capacity failures		0 PASS	GM / Operations
Opportunity profitability failures		0 PASS	GM / GRV-P
Listings with readiness gaps		0 PASS	Digital Owner
Visibility audits with gaps		0 PASS	Growth Owner
Offers failing guardrails		0 PASS	GM / Growth Owner
Campaigns without approved status		0 PASS	Marketing Owner
Conversion paths with gaps		0 PASS	Digital Owner
Catering/event readiness gaps		0 PASS	Event Owner
Experiments not decision-ready		0 PASS	Growth Owner
Overdue corrective actions		0 PASS	GM / Owners
Overdue review calendar items		0 PASS	Growth Owner

CONTROL INTERPRETATION

A failed check identifies incomplete or exception evidence; it does not automatically prove non-compliance or poor performance.

DEFINITIONS, BOUNDARIES & OFFICIAL SOURCES

Use current definitions, retain source dates, and route controlled subjects to the owning Gravity system

CORE METRIC DEFINITIONS					
Metric	Definition	Primary Sheet	Decision Use	Owner	Review
Qualified pipeline	Estimated value for records with Qualified? = Yes.	Opportunity Pipeline	Capacity and sales focus	Sales Owner	Weekly
Weighted pipeline	Estimated value multiplied by stage probability.	Opportunity Pipeline	Planning; not booked revenue	Sales Owner	Weekly
Pipeline coverage	Weighted pipeline divided by approved capacity.	Dashboard / Settings	Demand sufficiency	Owner/GM	Weekly
Campaign conversion	Actual conversions divided by required conversions.	Campaigns	Channel and campaign decision	Growth Owner	Per campaign
Offer guardrail failure	Required financial, capacity, authority, staff, tracking, or accuracy.	Offers	Stop or correct before launch	GM	Per offer
Listing readiness	Ownership controls	Listings	Discovery reliability	Digital Owner	Monthly
Experiment lift	1.1	Experiments	Adopt/revise/retest/stop	Growth Owner	Per experiment
Overdue action	Open action with due date before today.	Action Log	Escalation and closure	GM	Weekly

SYSTEM BOUNDARIES	
GRV-R	Individual contact, consent, suppression, preferences, outreach,
GRV-P	Contribution, margin, offer/channel/event profitability, break-ev
GRV-S / C / F / T	Service delivery, staffing capacity, food/product execution, and t
GRV-I	Source authority, evidence rules, versions, monitoring, and cont
GRV-RC	Material growth risks, dependencies, response, and continuity.

DEFINITIONS, BOUNDARIES & OFFICIAL SOURCES

Use current definitions, retain source dates, and route controlled subjects to the owning Gravity system

CORE METRIC DEFINITIONS					
Metric	Definition	Primary Sheet	Decision Use	Owner	Review

OFFICIAL SOURCES	
FTC - Advertising and Marketing Basics	https://www.ftc.gov/business-guidance/adve
FTC - Online Advertising and Marketing	https://www.ftc.gov/business-guidance/adve
FTC - CAN-SPAM Compliance Guide	https://www.ftc.gov/business-guidance/resol
FTC - Consumer Reviews and Testimonials Rule Q&A	https://www.ftc.gov/business-guidance/resol
FTC - Endorsement Guides Q&A	https://www.ftc.gov/business-guidance/resol
FCC - Stop Unwanted Robocalls and Texts	https://www.fcc.gov/consumers/guides/stop-
Google Business Profile Help	https://support.google.com/business/?hl=en
Google - Improve Local Ranking	https://support.google.com/business/answer
DOJ - Web Accessibility Guidance	https://www.ada.gov/resources/web-guidanc
U.S. Census - Census Business Builder	https://www.census.gov/data/data-tools/cbb
SBA - Plan Your Business	https://www.sba.gov/counseling/plan-your-b