MEFH
MIKE ENGLAND FOR HIRE

THE PRACTICAL MARKETING & SYSTEMS KIT

Make your business easier to find. And easier to run.

Websites. Customer follow-up. Marketing dashboards. Portals. Useful digital products.

Seven real projects. Plenty of ways to see your next move.

Explore the business need, see what was built, and use the examples to frame a practical conversation about your own priorities.

mefh.com/case-studies

Which problem sounds familiar?

Start with a recognizable business need. Each example points to a different kind of work MEFH can help scope.

04	**Customers cannot find the basics.** Website, service information, menu or location paths	**Gumbo Guy**
05	**Shoppers browse, then disappear.** Product discovery and useful quote requests	**Vegas Home Supply**
06	**Follow-up lives in scattered messages.** CRM, assigned work, and customer portals	**Direct Deeds**
07	**Content inspires but does not get used.** Daily commitments and an activity routine	**Daily Sales Mindset**
08	**Our expertise is hard to find and apply.** Playbooks, meeting tools, and practical learning	**Title Sales Playbook**
09	**New clients get stuck before kickoff.** Intake, files, approvals, and readiness	**Launch Rooster**
10	**Research is spread across too many sources.** Attributed comparisons and research tools	**FanEdgeAI**

Also inside: practical capabilities (3), packages (11), delivery (12), measurement (13), FAQs (14), Mike England (15), and your project brief (16).

What you can put to work

Choose the combination that solves the next bottleneck. The scope is built around your business, existing tools, and delivery capacity.

Websites people can use

Clear business information, mobile navigation, useful service or product pages, and a visible next step.

Examples: Gumbo Guy, Vegas Home Supply

Inquiries worth following up

Forms and request paths that capture the context a team needs for the next conversation.

Examples: Vegas Home Supply, Direct Deeds

CRM and customer workflows

Customer records, owners, stages, commitments, and follow-up tasks organized around how work happens.

Examples: Direct Deeds, Title Sales Playbook

Portals and onboarding

A shared place for information, files, messages, progress, and decisions before and during delivery.

Examples: Direct Deeds, Launch Rooster

Content and knowledge products

Editorial tools, learning libraries, practical playbooks, and recurring-use experiences built from expertise.

Examples: Gumbo Guy, Daily Sales Mindset

Dashboards and useful AI

Focused reporting, source-aware research, and appropriately configured assistance tied to a defined task.

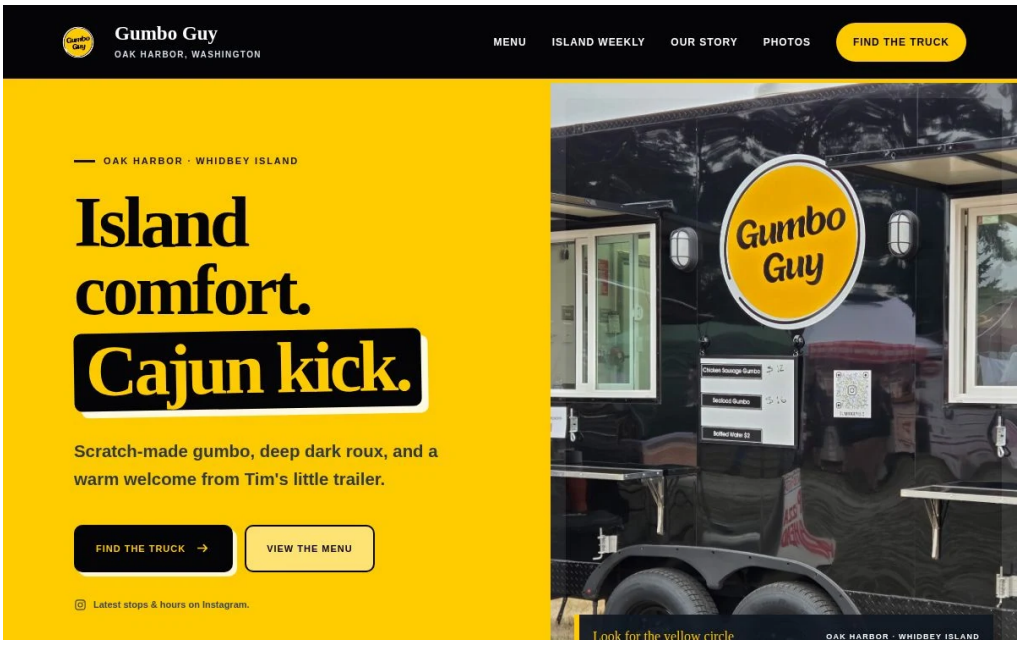
Examples: Vegas Home Supply, FanEdgeAI

FOOD & HOSPITALITY

Gumbo Guy

Help customers find you and come back.

GUMBO-GUY.COM



THE NEED

Customers keep asking where you are, what you serve, and what is happening nearby.

WHAT WAS BUILT

- ✓ **Mobile-friendly website**
  A branded home for the business, its story, and real photos.
- ✓ **Local articles & event guide**
  The Island Weekly gives the community a reason to revisit.
- ✓ **Publishing workflow**
  Drafts, revisions, source checks, and publication controls.
- ✓ **Menu & truck-location links**
  One place to explore the food and find the latest stop updates.
- ✓ **Content management**
  An admin workspace for updating articles, events, and menu records.
- ✓ **Visit & click tracking**
  Recorded website activity to support future marketing decisions.

Local event records include source links and verification dates. Newsletter delivery requires separate sender setup.

Explore the case study

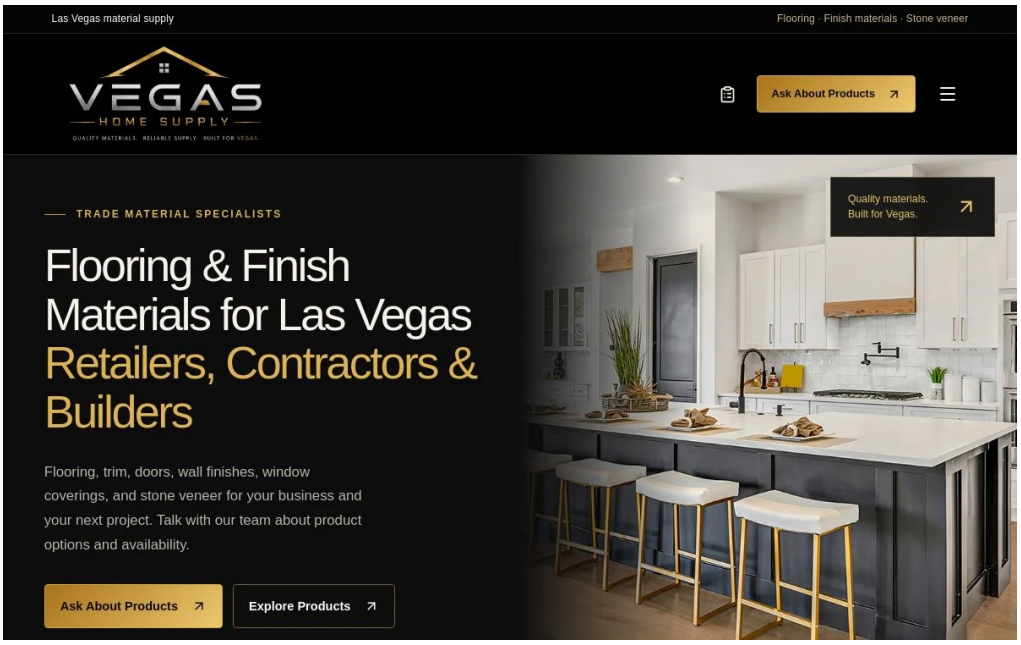
Download the detailed white paper

HOME IMPROVEMENT & RETAIL

Vegas Home Supply

Show your products. Capture the project.

VEGASHOMESUPPLY.COM



THE NEED

Shoppers need help choosing materials, and your team needs organized inquiries to follow up.

WHAT WAS BUILT

- ✓ **Website & product catalog**
  Organized flooring and finish-material categories for shoppers and trade buyers.
- ✓ **Product & quote-request forms**
  Capture the materials and project details a shopper wants to discuss.
- ✓ **Marketing dashboard**
  Review inquiries, reporting metrics, and account connection status.
- ✓ **Room View & project planning**
  Tools for exploring material choices in the context of a room.
- ✓ **Saved inquiry pipeline**
  Keep website submissions available for business follow-up.
- ✓ **Reports & next actions**
  Compare reporting periods and see which marketing setup steps need attention.

Website inquiries are connected. External CRM, analytics, and social reporting require configuration.

Explore the case study

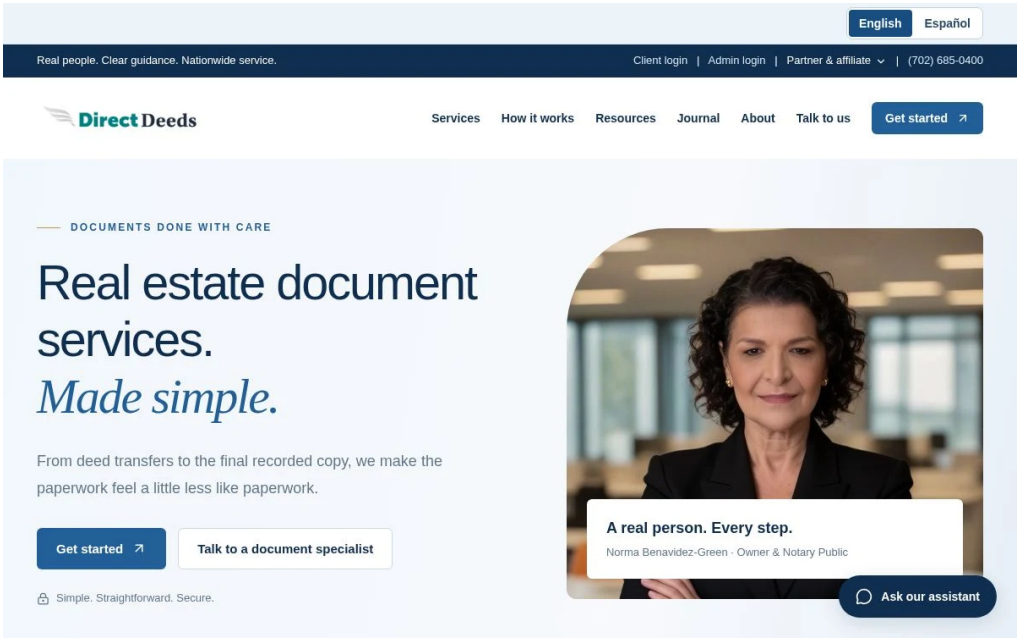
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DOCUMENT SERVICES

Direct Deeds

Keep customer requests and follow-up together.

DIRECTDEEDS.COM



THE NEED

Customer requests, documents, and follow-ups are scattered across messages and spreadsheets.

WHAT WAS BUILT

- ✓ **Bilingual website & intake**
  English and Spanish service pages with guided request forms.
- ✓ **Customer portal**
  A place for clients to view progress, documents, and messages.
- ✓ **Marketing dashboard**
  Action plans, social drafts, a content calendar, and visibility checks.
- ✓ **CRM & follow-up dashboard**
  Customer records, order stages, owners, tasks, and next-contact dates.
- ✓ **Partner & affiliate portals**
  Referral tracking, approvals, and role-specific progress views.
- ✓ **Articles & search foundations**
  A public journal, article feed, sitemap, and crawl rules.

Marketing features include planning, drafts, and CRM totals. Social posting is manual; Search Console is not connected.

Explore the case study

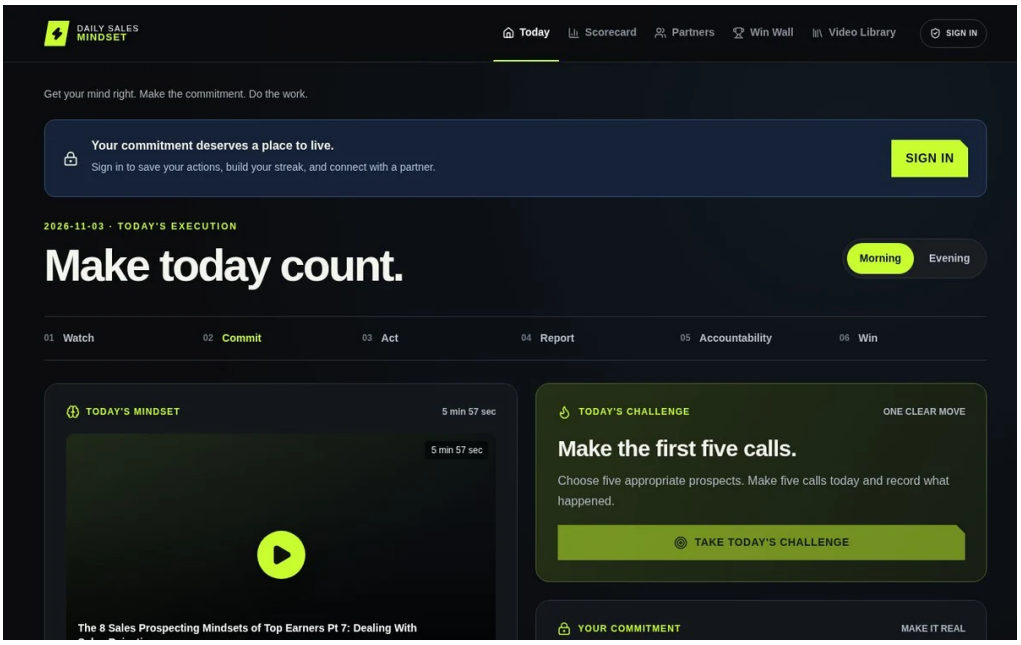
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SALES HABITS & ACCOUNTABILITY

Daily Sales Mindset

Turn motivation into daily sales activity.

DAILYSALESMINDSET.COM



THE NEED

Your salespeople have plenty of motivation but need a routine that turns it into action.

WHAT WAS BUILT

- ✓ **Daily action dashboard**
  Morning and evening views with challenges and commitments.
- ✓ **Activity tracking & scorecards**
  Record calls, conversations, follow-ups, appointments, and weekly progress.
- ✓ **Win Wall**
  A space to share wins and recognize progress.
- ✓ **Searchable video library**
  Topic filters, creator links, saved videos, and resume progress.
- ✓ **Accountability partners**
  Consent-based sharing, partner invitations, and in-app nudges.
- ✓ **Focus & reset tools**
  A timer and short check-ins for getting back to work.

Activity and scorecards are user-reported. The main experience supports individual accountability.

Explore the case study

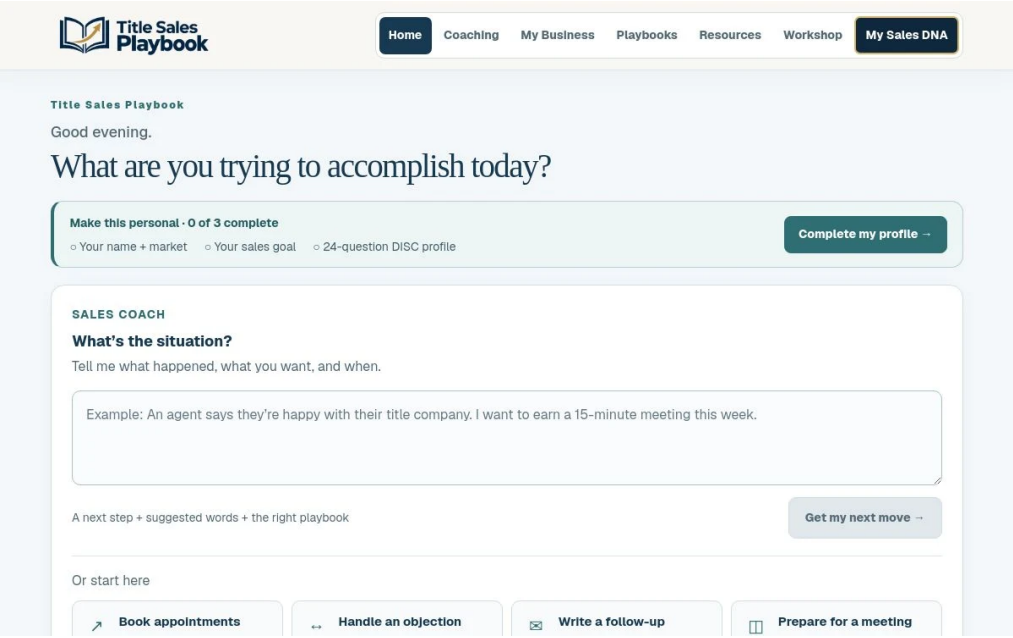
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SALES ENABLEMENT

Title Sales Playbook

Put useful sales tools within reach.

TITLESALESPLAYBOOK.COM



THE NEED

Your team has scripts and training, but finding the right help for a real conversation takes too long.

WHAT WAS BUILT

- ✓ **Playbooks & prompt library**
  Searchable scripts, prompts, favorites, and copy-ready guidance.
- ✓ **Relationship tracker**
  Saved prospects, clients, commitments, follow-up dates, and contact history.
- ✓ **Sales DNA profiles**
  Communication-style assessments and self-reflection briefs.
- ✓ **Meeting prep & practice**
  Preparation, role-play, coaching workflows, and post-meeting notes.
- ✓ **Goals & weekly reviews**
  Daily priorities, personal scorecards, and planning tools.
- ✓ **Workshop workbook**
  Agendas, participant notes, 30-day plans, and print/export controls.

Relationship records are built into the product. External CRM/calendar connections and hosted AI need separate configuration.

Explore the case study

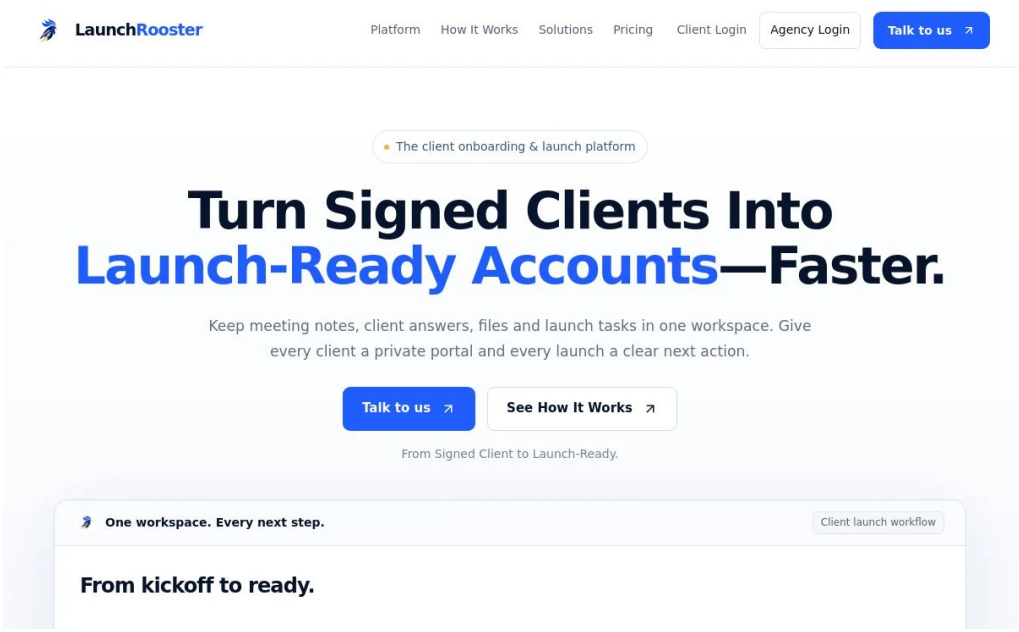
Download the detailed white paper

CLIENT ONBOARDING & OPERATIONS

Launch Rooster

Get new clients organized before the work starts.

LAUNCHROOSTER.COM



THE NEED

A client says yes, then your team spends days chasing files, answers, and approvals.

WHAT WAS BUILT

- ✓ **Website & inquiry capture**
  Product pages and saved inquiries for agency review.
- ✓ **Client onboarding portal**
  Guided intake and client-specific invitations.
- ✓ **Agency dashboard**
  Client records, missing inputs, and onboarding progress.
- ✓ **Asset vault & messages**
  Files and client conversations alongside private agency notes.
- ✓ **Marketing briefs & approvals**
  Editable briefs with review, approval, and change-request states.
- ✓ **Launch tasks & readiness**
  Assigned work, status tracking, and a view of what is still missing.

Readiness tracks checklist completion. External CRM, email, SMS, and calendar connections require setup.

Explore the case study

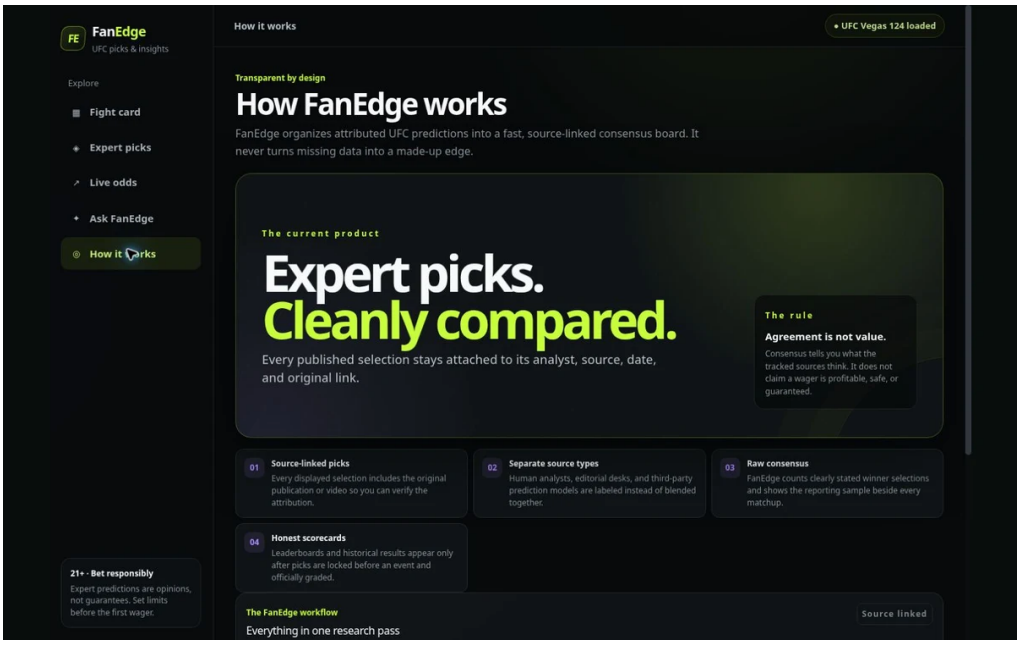
Download the detailed white paper

SPORTS RESEARCH & DECISION SUPPORT

FanEdgeAI

Make expert research easier to compare.

WWW.FANEDGEAI.COM



THE NEED

Your audience is piecing together research from too many sources and needs a useful way to compare it.

WHAT WAS BUILT

- ✓ **Fight & event dashboard**
  Main-card and preliminary matchups organized for research.
- ✓ **Odds research interface**
  Market comparisons with timestamps and unavailable-data states.
- ✓ **Saved fights & return alerts**
  Device-local watch preferences and changes since the previous visit.
- ✓ **Expert comparisons**
  Original links, analyst names, source labels, and consensus samples.
- ✓ **Research assistant**
  A question-and-answer workflow grounded in supplied platform information.
- ✓ **Source coverage & scorecards**
  Historical-record views that show gaps and insufficient samples.

Data availability depends on source coverage and configured providers. This case study makes no prediction or profitability claims.

Explore the case study

Download the detailed white paper

Build. Grow. Scale.

Published package structure as of November 2026. Your proposal defines the actual deliverables, volume, integrations, and terms.

Build

$500 / month service fee

Establish your foundation.

A branded website, clear inquiry path, search foundations, tool guidance, specialist sourcing guidance, and a monthly strategy check-in.

Best fit: A business that needs a stronger home base before adding more marketing activity.

Grow

$2,000 / month

Connect marketing to sales.

Build plus agreed social content, reputation support, CRM organization, follow-up workflows, a sales dashboard, and coordination with technology and creative providers.

Best fit: A business with ongoing marketing and follow-up needs that benefit from coordinated execution.

Scale

Custom scope

Coordinate the next stage.

Grow plus a tailored plan for campaigns, advanced automation, sales-process alignment, expanded reporting, and broader vendor or team oversight.

Best fit: A business with multiple channels, complex handoffs, or a larger execution plan.

Advertising, software subscriptions, photo/video production, and VA compensation are separate unless included in the proposal. Custom portals and product examples are not promises that every feature is included at a package price.

Review current packages and ask about scope

From one bottleneck to a working system

A practical delivery sequence. Dates and capacity are agreed after the scope and required access are understood.

01

Define the useful outcome

Identify the audience, the friction, and the one action the project should make easier. Review existing tools and establish what is known about the current process.

02

Agree on the scope

Set deliverables, owners, revisions, required access, separate costs, and acceptance criteria. Choose the smallest useful first phase, with later improvements identified separately.

03

Organize the inputs

Collect approved brand assets, business facts, product or service information, and the relevant account invitations. Confirm who makes decisions and who owns ongoing updates.

04

Build and validate the full path

Connect the public experience to the operational handoff. Review a realistic inquiry, role, approval, or reporting task rather than judging the work only from a polished screen.

05

Launch, review, and improve

Record acceptance and open items, assign upkeep, and review the agreed measures. Choose the next improvement from actual use and business priorities.

YOUR PART OF THE PROCESS

One decision-maker, accurate inputs, timely reviews, and clear ownership of the work after launch.

Measure the next meaningful step

A delivered feature and a business result are different facts. Start with a baseline and the data actually available.

Discovery	Are relevant people reaching useful pages?	Relevant visits and source quality
Action	Are visitors taking the intended next step?	Valid inquiries or task completion
Follow-up	Does someone respond and move the work?	Response time, ownership, due actions
Progress	Does interest become a real opportunity?	Qualified conversations, quotes, approvals
Business outcome	What happened after the handoff?	Accepted work and collected revenue, if linked

USEFUL REPORTING RULES

- ✓ Use the same definitions when comparing periods.
- ✓ Separate all submissions from qualified inquiries.
- ✓ Show missing connections and incomplete records.
- ✓ Choose a next action from the review, with an owner.

The seven examples document implemented capabilities. The individual white papers include suggested scorecards; no portfolio-wide ROI, sales lift, or conversion improvement is claimed.

Before we begin

Clear expectations make it easier to choose a useful scope.

Can you work with what we already use?

Yes. The starting point is your existing website, CRM, accounts, and team. The scope identifies what can be retained, what needs improvement, and which connections need verification.

Do I need every feature in these examples?

No. Use the examples to identify a need. A quote-request flow, an organized CRM, or a client intake can be a useful first phase without recreating an entire platform.

Are software, advertising, and creative production included?

Those costs are separate unless explicitly included in your proposal. Coordination and management do not mean MEFH pays the underlying vendor or media costs.

Who owns the website, accounts, and ongoing updates?

Your proposal defines ownership, licenses, access, handoff, and support. It also identifies the person responsible for business facts, customer responses, and recurring content.

Does search optimization guarantee rankings or AI mentions?

No. SEO improves search foundations; AEO structures useful answers; GEO supports clarity for generative search experiences. Search engines and AI systems decide what they display.

How do pricing, timing, and payment get finalized?

Scope, milestones, service terms, billing, and cancellation are reviewed in the proposal. MEFH coordinates invoicing and onboarding through Launch Rooster after agreement; the MEFH website has no checkout.

STRATEGY / EXECUTION / PRACTICAL AI

Mike England

Sales leadership meets practical marketing and systems.

Mike helps business owners connect their marketing, customer experience, and everyday operations. His work combines business strategy, websites, sales processes, practical AI adoption, and tools people can actually use.



A business-first conversation

Start with the customer and the bottleneck, then choose the tools and work needed to support a useful outcome.

A practical view of the whole process

The public website matters, and so do the response, the records, the approvals, and the person responsible for the next action.

One practical starting point

Use these examples to identify the work that matters to your business. Mike helps shape the next step into a defined scope, with clear responsibilities and a useful measure of progress.

Read more about Mike

Bring the problem. We will map the work.

Use this short brief to prepare for a conversation. A clear business need is enough to start.

The customer or team problem I want to solve:

The example that feels closest to what I need:

The website, CRM, or tools we already use:

The next action I want to make easier:

The person who will own this work, and any real deadline:

Start your project conversation.

mefh.com/contact

mikewengland@gmail.com

Want to share the examples? The full collection and individual white papers are available at mefh.com/case-studies.